Golden Jubilee Special Issue
1962-2012

Animal Welfare Board of India
At The Helm of India's Animal Welfare Movement
The Cycle of Pain...from Milk to Meat

The Death March

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Dear Friends,

I have been reflecting a lot on this subject for some time now. I felt it's time I shared my thoughts with all of you. Let me first express my sincere appreciation of the noble work done by each one of you, as Animal Welfare Activists, as Veterinarians, as Shelter Managers and as Animal Welfare Advocates to reduce the suffering of our animal friends. However, there is a question that I would like you to look deep within yourselves and introspect upon.

What is your mental ‘BHAV / BHAVNA’ while engaged in doing the Animal Welfare work that has been assigned to you? Are you working at the level of your mind? or are you bringing the qualities of the heart also to your work? When you work from the level of the mind, the work that you do becomes a job that has to be completed, one that's invariably bound by the hands of the clock. I am not denying that work that is done from the level of the mind would be done with due diligence and efficiency, by applying your knowledge and skills. However, there is a qualitative difference between working from the level of the mind to working from the level of the heart. When you work with your heart, your work transforms into work that is holy, sacred and pure - a noble commitment for a great cause. When you bring the qualities of the heart to your work, you are then anchored in a space of unconditional love with the spirit of boundless compassion and friendship for all living beings. The quality of your work will then expand to reach new dimensions of perfection and efficiency and express amazingly creative insights and deep, intuitive wisdom.

“When you bring the qualities of the heart to your work, you are then anchored in a space of unconditional love with the spirit of boundless compassion and friendship for all living beings”

When you work on that level, you won’t feel aggression or anger, even against the wrong doers or even against the perpetrators of suffering on the animals. Yes, abuse of animals and cruelty to animals is wrong and cannot be condoned under any circumstance. However, it must be recognized that the wrong doer or the offender is a victim too, a human being trapped in the web of his or her own sorrows or circumstances. To be judgmental, to put a label and not to offer any kind of assistance to a wrong doer to help him or her to come out of that space would be as incorrect, comparable to not helping in alleviating the suffering of ailing animals.

When you work from the heart, you understand that the person who has done or is doing wrong is as much in need of compassion and love as the animals who are suffering. And how is this compassion for the wrong doer to be expressed? It would of course be very different from the compassion and healing that one would give to an injured animal. This compassion for the wrong doer would manifest in helping the individual to transform his or her behaviour by providing him or her with the training and opportunities to generate revenue through livelihoods other than those that pertain to the rearing of animals for food or fibre. However, before you can take such steps, you must yourself be aware of what the animal cruelty-free, sustainable livelihood options are, which are the organizations in your city that are engaged in promoting such initiatives, what are the buy-back arrangements available? And such considerations.

Besides this, as part of the rehabilitation programme, he or she must also be provided with tools to foster his or her spiritual and emotional development. All religions of the world teach compassion and respect for animal life. The practice of yoga asanas and pranayama along with simple meditation practices would help him or her to connect to his or her spiritual being. When that connection happens, it would set in motion a permanent transformation for that individual to take the first step forward towards a more spiritually evolved way of working, living and being. Today, many of the popular spiritual organizations have made it a part of their responsibility to introduce some good yoga programmes for prisoners. For example, for inmates of Tihar Jail, there is an excellent Vipassana meditation programme as well as Art of Living Yoga and Sudarshan kriya programme available.
To understand what it means to begin a spiritual journey, I would suggest that all Animal Welfare activists take time off – may be ten days in a year to explore their inner world, to participate in a yoga training programme or any other spiritual practice and adopt a regular schedule of daily practice. This could be done by adopting a spiritual technique that you find suitable and spending at least half an hour every day in practice. If the method is learnt and applied properly, it will greatly improve the way you handle inter-personal relationships and especially, with reference to understanding how to manage conflicts more harmoniously.

Similarly, the way in which you deal with small episodes of aggression or conflicts at the workplace or rivalry or disputes between organizations would be qualitatively different. They would be handled from a space of loving kindness, friendship and joy and from the level of equanimity. When you feel angry and the moment you observe your breath and observe that emotion of anger, as a witness, from the sakshi bhav...you will observe the anger disappearing. In a world where all living beings have manifested in different forms as a result of their innate tendencies, whom will you be angry with? What will you be angry about?

Another very important observation that I would like to share with you is the key difference between doing work as Seva and doing Animal Welfare purely as a job to be done. Seva is work that is done with the spirit of surrender and selflessness, without any expectation or anticipation of the fruits of the results, in the spirit of nishkama bhavana. Seva then becomes yoga – karma yoga, a path to purify oneself of the mental defilements and to evolve spiritually. My request to all of you striving hard to improve the welfare of animals is to bring to your work this Bhav of selfless Seva, in every single domain of your Animal Welfare work.

When you carry out your work in the spirit of Seva and with deep compassion and unconditional love, then cooperation, harmony, peace and friendship will prevail not only in the workplace but also in every interaction that you have and especially so, when you interact with those whose actions you disapprove of. Your life's goal and purpose will take on a new dimension of meaning - in terms of not only being a human being seeking to relieve animals of their suffering, but also a spiritual seeker on the quest to self-realization. When you work with the spirit of Seva and unconditional love and kindness embedded deep in your heart, then you will emerge as a beacon of light and guidance for the human beings too within your community. That is when, you will make the leap from being an Animal Welfare Activist or Advocate to becoming a Change Champion for your city or town with a holistic perspective and and being able to successfully catalyze and lead change in a very holistic, harmonious and integrated manner at much deeper levels in your community.

I will conclude with a quote from a Budhist monk which I happened to read recently and he says, “The ultimate purpose of this life is taking care of others”. I would like to know your views on this, and it would be nice if you share your experiences, especially after applying some of my suggestions.

With best wishes,

Sd/-

Maj. Gen. (Retd) Dr. R. M. Kharb, AVSM

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Vice-Chairman's Perspective

Will 2012 Be a Golden Jubilee Year for Animals?

Fifty years in the life of an institution gives us a special opportunity to look back at our achievements and see what has been achieved. India, as a country is unique in that soon after independence, the Government of India felt it necessary to introduce a constitutional requirement that we must take care of our natural resources and protect our flora and fauna. At this juncture, I remember, when Smt Rukmini Devi Arundale, then a Member of Parliament presented the Animal Welfare Bill to the Parliament in 1954, Pandit Jawaharlal Nehru's comments after the first reading of the Bill were, “Of course, it is as well for us, absolutely right for us, to consider the question of preventing any cruelty to animals, not only because of the animals themselves but much more so as the Honourable Member, the Mover, said because of the human beings involved in it. It is a debasing thing for the person who involves himself or herself in this cruelty…If we go back to the history of civilization, it has been one of struggle and one of growth of the idea of compassion. I entirely agree with the Hon’ble Member, the Mover that one test of civilization – a very major test – is the growth of this feeling and practice of compassion.” Pandit Nehru then went on to request Rukmini Devi to withdraw her Bill saying that this was too important a subject to be a Private Member's Bill and introduced an identically worded Bill. Even today, fifty years later, the Board continues to remain the country's largest funding organization to provide for the welfare of the helpless and suffering animals of the country. However, it is a matter of concern to note that India remains the only country in the world where the Government of the country has set up a Board specifically devoted to protecting the welfare of animals. It is vital that during this Golden jubilee year the Government of India promotes special programmes to help governments of other countries, especially in developing nations to come forward to set up Animal Welfare Boards and introduce humane laws for the protection and welfare of animals. India, as a nation, brings with her a five thousand year old, sacred heritage of a rich, spiritual tradition of ahimsa or non-injury to other sentient beings and has always recognized the sentence of all living beings. The understanding that human beings can be reborn as animals and animals can be born as higher beings is so much an intrinsic part of our country's religious beliefs that to cause injury to animals has always been abhorred as an action of great sin. Besides, protection of the earth, the water bodies, the sentient beings and the forests was considered a sacred duty of every Indian and was given a very special place in the scriptures of our ancient land. Even today, there are many states in the country, where sacred groves and sacred forests are taken care of by communities, without disturbing any of the living beings residing there. Emperor Ashoka's edicts bear testimony to this rich spiritual heritage of our land.

In recent times, a historical milestone of great relevance to the animal rights and animal welfare movement has been set in the field of consciousness science. On July 7th, 2012, at the University of Cambridge, some of the world's leading neuroscientists, physiologists and many eminent researchers came to a common agreement, that animals share with humans, a common frame of consciousness. The Cambridge Declaration of Consciousness, a historic declaration signed by all the delegates at the Francis Crick Memorial Conference on Consciousness in Human and non-Human Animals, at Churchill College, University of Cambridge, in the presence of the renowned physicist, Stephen Hawking is a great milestone for the world's animal welfare movement. The Declaration states, “The absence of a neocortex does not appear to preclude an organism from experiencing affective states. Convergent evidence indicates that non-human animals have the neuroanatomical, neurochemical, and neurophysiological substrates of conscious states along with the capacity to exhibit intentional behaviours. Consequently, the weight of evidence indicates that humans are not unique in possessing the neurological substrates that generate consciousness. Non-human animals, including all mammals and birds, and many other creatures, including octopuses, also possess these neurological substrates.” Further, the Declaration affirms, “neural circuits supporting behavioural / electro-physiological states of attentiveness, sleep and decision making appear to have arisen in evolution as early as the invertebrate radiation, being evident in insects and cephalopod mollusks (e.g., octopus). Birds appear to offer, in their behaviour, neurophysiology, and neuroanatomy a striking case of parallel evolution of consciousness. Evidence of near human-like levels of consciousness has been most dramatically observed in African grey parrots. Mammalian and avian emotional networks and cognitive micro-circuits appear to be far more homologous than previously thought. Moreover, certain species of birds have been found to exhibit neural sleep patterns similar to those of mammals, including REM sleep and, as was demonstrated in zebra finches, neurophysiological patterns, previously thought to require a mammalian neocortex. Magpies in particular have been shown to exhibit striking similarities to humans, great apes, dolphins, and elephants in studies of mirror self-recognition.” In the light of these observations and with the fact that the Government of India is a signatory to the Five Freedoms, that all animals must have, it becomes mandatory then, that animal welfare education be well integrated with peace education and education for sustainable development and be introduced in the educational curriculum of all educational institutions, from the pre-school and primary school to the college and post-graduate degree level across all disciplines.

When I reflect upon what the road-map for the future will be for the welfare of India's animals, I would say that it would be my greatest pleasure to see the Animal Welfare Bill proposed by the Animal Welfare Board of India to be enacted in the Parliament. The Animal Welfare Board of India has spent over a decade working on the Bill and the enactment of the Bill would be a major milestone for India's animal welfare movement. Besides, I also hope that the dairy industry would come forward to keep aside a part of their profits for CSR initiatives, specifically aimed at protecting the welfare of unproductive dairy cattle, by supporting the setting up of sustainable, milk free gaushalas as well as promoting the sale of organic manure, biogas production and medicinal products. Additionally, I would think that it is vital that all small and marginal dairy farmers be given opportunities through training programmes and special incentives to build their skills in sustainable, alternative livelihoods like growing mushrooms, medicinal plants, floriculture, horticulture, rainwater harvesting and solar energy promotion through the Ministry of Agriculture and Ministry of New and Renewable Energy. Such Training Programmes must be supported by buy-back arrangements and creation of markets for the distribution and sale of these products.

Readers may write to Dr. Chinny Krishna, Hon'ble Vice-Chairman, AWBI at chinnykrishna@gmail.com.
Global Warming & Animal Welfare in India

by

S. Uma Rani
Secretary,
Animal Welfare Board of India

Today, Animal Welfare as a subject has become quite popular with public awareness and concern about animal cruelty issues on the rise. There was a time when the term, 'Animal Welfare' was limited to improving welfare conditions for animals. Now, this subject includes not only improving the welfare conditions for animals but also integrates the impact of animal rearing systems on the environment, economics, culture, human health and nutrition, social justice and sustainable development. It is now well recognized that adherence to better welfare conditions for animals leads to improved human welfare, and especially better protection from zoonotic disease outbreaks like bird flu, swine flu, tuberculosis and salmonellosis, to name a few.

“Global Warming” is warming of the average temperature of earth's air and sea. According to the Report of the 4th Intergovernmental Panel on Climate Change, “The most compelling evidence of climate change has emerged over the past couple of decades, with 11 of the 12 warmest years on record occurring between 1995 and 2006”. We can see climate change happening all around us... as in the melting of the Polar ice caps, dissolving of the permafrost, rising sea levels, changing precipitation patterns, extreme weather events, droughts, floods, changes in wild animal behaviour, mass extinctions of different species and rise in vector borne diseases. The impact of climate change can even be seen in the alteration of the living patterns of different species by changes in the life-cycle, breeding patterns as well as changes in normal physical, and physiological activities. Climate change is happening very fast, far too rapidly for species to adapt to the changing conditions.

The catastrophe of global warming has emerged due to indiscriminate exploitation and destruction of natural resources. Some of the emerging catastrophic scenarios predicted for the Indian sub-continent includes the displacement of large populations of people due to the melting of the glaciers, flooding of the plains and flooding of the coastal habitats due to rising sea levels. Besides, the magnitude of drought, famines, water scarcity, rise in vector borne diseases and unpredictable weather conditions coupled with poverty and alternate livelihood empowerment challenges spells doom, especially for vulnerable regions like the Indian sub-continent. With reference to the role of industrial animal agriculture as being a major contributor to global warming, it may be noted that the farming of animals for food and fibre alone is responsible for 18% of the global greenhouse gas emissions. Specifically, “the livestock sector alone is responsible for 37% of total global methane emissions, 65% of nitrous oxide emissions and 8% of CO2 emissions. Additionally, as much as 64% of the total atmospheric ammonia emissions have their origin in livestock production systems and contribute greatly to air, soil and water pollution, acid rain and damage to the ozone layer”. According to the FAO, “The livestock sector has such deep and wide ranging impacts that it should rank as one of the leading focuses for environmental policy”.

There is an urgent need to protect the earth by creating effective movements of peaceful change and gentle and effective transitions among the habits of large populations on the planet to adopt climate friendly, low-carbon, food, lifestyle and livelihood choices. Diets that are high in saturated fats, like foods of animal origin, e.g. milk, meat and eggs are an important cause for the alarming rise in chronic non-communicable diseases like hypertension, heart disease, stroke, diabetes and cancer. The WHO Publication titled, 'Diet, Nutrition and the Prevention of Chronic Diseases', Technical Report Series No 916, states that, “It has been calculated that, in 2001, chronic diseases contributed approximately 60% of the 56.5 million total reported deaths in the world and approximately 46% of the global burden of disease. The proportion of the burden of NCDs is expected to increase to 57% by 2020. Almost half of the total NCD deaths are attributable to cardio-vascular disease; obesity and diabetes are showing worrying trends,
not only because they already affect a large proportion of the population, but also because they have started to appear earlier in life”.

According to the WHO, “By the year 2020, NCDs will contribute almost three quarters of all deaths, and that 71% of ischemic heart disease (IHD) deaths, 75% of stroke deaths, and 70% of diabetes deaths will occur in developing countries. The number of people in the developing world with diabetes will increase by more than 2.5 – fold, from 84 million to 228 million in 2025. In terms of the burden of disease on a global basis, 60% of the burden will occur in developing countries. Indeed, cardiovascular diseases are even now more numerous in India, and also in China, than in all economically developed countries in the world added together”. It is unfortunate to mention that besides meat, animal products like milk and eggs that are high in cholesterol too have emerged as key contributors to the widespread epidemic of chronic non-communicable diseases that the country faces. Not only are products of animal origin contributing to the alarming rise in NCDs but they are also contributing to the rise in infectious zoonotic diseases, especially food-poisoning, tuberculosis and other deadly bacterial, protozoal, parasitic and viral diseases. Milk has become unfit for consumption due to its being loaded with antibiotics, hormones, in addition to the adulteration of milk with noxious and deadly chemicals and other foreign substances by milkmen. Additionally, for India which has emerged as the world's largest producer of milk, there are lessons to be learnt and applied from the epidemic of mad cow disease or Bovine spongiform encephalopathy that occurred in the UK some years ago. Intensive industrial animal agriculture causes terrible pain and suffering to the animals and often results in inhumane, cruel and the most atrocious and barbaric acts of cruelty inflicted on the terrified animals. In India, even the process of dying gives no respite to the animals. The journey to the slaughterhouse surely must be the road to hell, with animals cramped and packed in trucks in the most cruel manner. Exhausted and bleeding, with broken bones and on the verge of dying, when these terrified animals reach the slaughterhouse, another even more terrible cruelty awaits them, they are killed in the most cruel way that can be imagined, with butchers using blunt knives to hack the animals to death. Animals are killed, one before the other, in the most grotesque and gruesome manner. It would be apt to rename slaughterhouses as slaughterhells.

Coming to the subject of the poultry farms, an equally horrifying scene may be witnessed, the hens are used like egg producing machines and kept confined all their lives to tiny cages with absolutely no space even to turn around or stretch their wings. Similar conditions are found during the transportation of such animals. This rearing and production system has altered the complete physiology of such birds making them prone to osteoporosis and fractures, with their bodies loaded with antibiotics, hormones, supplements and even pesticides and heavy metals like lead, arsenic and cadmium. Force feeding for immediate body weight gain of animals / birds is also one horrifying technique which is a not only very cruel and painful but is now prohibited in India. According to the Report, Compassion in World Farming, ‘The FAO predicts that between 2001 and 2050, global meat and milk consumption will approximately double. At present, nearly 60 billion animals a year are used globally to produce meat, milk and eggs. This figure could rise to 120 billion by 2050’. Besides, as much as one-third of the world's agricultural land is used for growing food for livestock consumption. The Report further states that, “around 33% of all cereals harvested globally, over 90% of the world's soya-bean and over 60% of the maize and barley grown are consumed by livestock”. The irony of this unfortunate scenario is that over 800 million human beings go without food each day.

N. G. Jayasimha, Co-opted member, AWBI and Country Director, Humane Society International - India, during the media briefing workshop on World Food Day, Oct 16th at the Board's office in Chennai spoke on “Food Security and the industrialization of animal agriculture: Implications for small farmers, rural communities, the environment, and animals in India” and said that the cooperative model that is now being widely promoted may be the key to sustainable animal farming rather than the inhumane industrial farm animal production (IFAP) techniques being practiced.
He said that the consolidation of poultry/cattle farming under industries will push small farmers out of the market and also reduce their employment potential apart from giving rise to inhumane treatment of animals, adverse environmental impact and other effects. Jayasimha, who is currently the Country Director for Society International (HSI) said that the hens in poultry farms owned by industries have to live in a space less than that of an A-4 size paper and the birds are not able to perform their normal physical and physiological functions and live each day suffering acute pain, fear and distress. Similarly, cattle are also tied to a spot and they are not able to move causing them a great deal of discomfort, with injuries on the hooves and lameness often seen among cattle that are confined in this manner. According to Jayasimha, industrial farm animal production is causing the emergence of large conglomerates that are controlling and driving trade and commerce with very intensive and cruelly confining practices being followed to maximize profits and productivity. He also cited the huge imbalances that were emerging due to this, causing a shift in the employment scene in rural areas.

Citing a study, he said that six companies in India control 40 percent of the country's egg industry. He said that the industrialization of animal agriculture will not only jeopardize food security but also cause degradation of the environment, and reduce rural income and employment opportunities. On the other hand, a distributed or traditional model of rearing farm animals would not only increase the income earning potential of rural households and fortify food security but will also be animal-friendly.

The Animal Welfare Board of India is celebrating its Golden Jubilee Year after completion of a successful and meritorious journey of 50 years. In this context, the initiatives taken forward by the Animal Welfare Board of India in the area of Gaushala modernization, providing support for conducting ABC-AR Training Programmes, providing financial assistance for the care of homeless and stray animals are major milestones in India’s animal welfare movement. In this Golden Jubilee Year, it is vital that the proposed Animal Welfare Act be enacted as Law. Besides, the Ministry must take up the challenge of limiting the production of cattle through implementation of ABC Programmes for cattle, as the country is facing the serious issue of severe fodder scarcity. Large, free roaming populations of cattle, seen in both urban and rural habitations also tend to reduce the country's low forest cover through grazing. It is also important that the The Plastic Cow issue be given serious attention so that constructive solutions can emerge that can be implemented. We must formulate useful and vital policies on animal welfare and accordingly, their perfect execution in the field is also required.

Last month, Hon’ble Minister of Environment and Forests, Smt Jayanthi Natarajan Ji stated at the Conference of Parties to Bio Diversity Convention, 2012 Hyderabad (A.P.) that “The four themes slated for discussion in the High Level Segment, namely Biodiversity for Livelihoods and Poverty Reduction; Implementation of the Strategic Plan of Biodiversity 2011-2020; Coastal and Marine Biodiversity and Implementation of Nagoya Protocol on Access to Genetic Resources and Benefit Sharing have been selected after much deliberation. These themes are most appropriate to address the key issues relating to biodiversity loss and strategies to find suitable solutions”. Adding that resource mobilization is the most important unfinished agenda that we have inherited from CoP-10, she said, “I urge the Parties to CBD to agree to some measures, commitments and targets on resource mobilization, even if on an interim basis so as to infuse confidence in Parties as also to generate momentum for implementation of the Aichi Targets. This is crucial”. Stressing that Communication, Education and Public Awareness is most critical to achieve the strategic goals and Aichi Biodiversity targets, she said, “The outcome document from the Conference on “Biodiversity conservation and Education for Sustainable Development”, held on the side line of the COP, has made very useful suggestions, that could greatly influence Communication, Education and Public Awareness plans. I would specially mention innovative communication through “Science Express: Biodiversity Special”- a mobile biodiversity exhibition train, which we have showcased as CoP brand ambassador, and is scheduled to run 18,000 km in its first leg. It is creating unprecedented public awareness on biodiversity across the country, particularly, amongst the children and youth, and has already been visited by over 1.5 million people”. It is through large scale public awareness initiatives like this that the crisis of climate change can be mitigated to extent. Adoption of sustainable and humane, climate-friendly, plant based food, low-carbon, minimally consumeristic lifestyles and adoption of humane and green livelihood choices by large populations in India and around the world is the key to minimizing the impact of global warming as well as giving planet earth sufficient time to heal, rejuvenate and be restored to equilibrium. Public awareness and community participation are major steps to initiate action towards the reduction of pollution and protection of natural habitats on the earth. If these measures are not taken fast enough, it is likely that virtually all life on Earth may come to an end in a few decades. ★

All references are available on request.
“Stern Action Will be Taken on Crime Against the Voiceless Animals”, Warns Jayanthi Ji

Chennai: Union Minister of Environment and Forests, Smt Jayanthi Natarajan Ji has issued a stern warning to laboratories that subject innocent, voiceless animals to painful laboratory tests in the name of research. After visiting the Animal Quarantine and Certification Station at Pallikaranai near Chennai on Dec 1st, 2012 Hon'ble Minister said "We should not allow terrible crime on the voiceless animals in the name of experiments".

The Union Minister’s visit to the Certification station at Pallikaranai followed the recent reports of a private laboratory importing them as pets and subsequently subjecting the animals to painful, laboratory tests. Minister Jayanthi Natarajan further said that they had received a complaint about 10 or 15 days ago that there was a large number of Beagle Dogs imported from China by a laboratory in Bangalore, under the name of pets, and they were doing experiments on animals in the laboratory. Hon'ble Minister added that there are about 410 labs conducting tests commercially, and 3-4 major laboratories in India that are doing research on animals. As this research is done on a contract basis for countries outside India, it is not done necessarily always for research that would be of any benefit to India. Many such laboratories in the country are actually conducting experimentation on products which have been contracted to them from outside India.

Hon’ble Minister Jayanthi Ji added that in a country like India with a rich tradition of ahimsa, we should not allow our voiceless animals to be misused in the name of experimentation. It is a very serious offense. If any company is found to be guilty of this crime, the Ministerial committee on experimentation on animals, which is scheduled to meet soon will seriously look into the whole matter and take immediate action, the Union Minister said.
Goa: While inaugurating the India for Animals Conference, 2012 on November 16th, at the Don Bosco Auditorium in Panjim, Hon'ble Chief Minister of Goa, Shri Manohar Parrikar promised to make Goa, “India's most animal friendly state within a year's time”. The Conference was attended by over 250 delegates from India and abroad. Speaking on the occasion, Hon'ble Chairman, AWBI, Maj Gen (Retd) Dr. R.M.Kharb, AWBI spoke about the need for Animal Welfare Organizations to be more proactively involved in creating awareness and conducting humane education programmes. Sharing his concerns about the ABC-AR Programme and the Gaushala Modernization initiatives, he said that there must be much stronger participation on this front from AWOs in the country. Speaking on the occasion, while warmly welcoming all the delegates and speakers to IFA 2012, Hon'ble Vice-Chairman, AWBI, Dr. Chinny Krishna said that there was an urgent need for AWOs to come forward and take the initiative to create awareness among communities about humane and sustainable food and lifestyle choices.

From Left to Right: 1st Row: Hon'ble Chairman, AWBI, Maj.Gen. Dr.R.M.Kharb (AVSM), Wayne Pacelle, President, & CEO, HSUS, Dr.S. Chinny Krishna, Hon'ble Vice-Chairman, AWBI.
2nd Row: Vinod Kumaar, Asst Secretary, AWBI, Ian Casey, WSPA and Norma Alvares, Member, AWBI.
India For Animals 2012 – Conference Highlights

Highlights of the Conference included the following sessions conducted on different days:

- 'Showcase of the State of India's Animals' – this was a remarkable session with talks given by Abodh Aras, CEO, Welfare of Stray Dogs, Shiranee Periera, PhD, Co-ordinator & Head, I-CARE, N.G. Jayasimha, Advocate and Country Director, HSI, Suparna Ganguly, Hon President, CUPA and WRRC and Norma Alvares, Hon'ble Board Member AWBI and Founder, PFA, Goa. Issues pertaining to animal welfare laws, use of animals in research and alternatives to end animal experimentation, cruelties and suffering inflicted on the street dogs, the neglect of animals in zoos and the horrors of the poultry industry and the dairy industry were all dealt with in great detail.

- A very educative session was the challenge given to the audience to design instruments of animal cruelty within 30 minutes. Armed with cardboard and card paper sheets, cello-tapes, glue and scissors, the teams very quickly put together some very gruesome instruments of torture routinely used in animal farms. The session was educational because it brought to light the horrendous pain and suffering that animals are subjected to, through the use of various devices. The Burdizzo castrator, where the testicles of farm animals are crushed without the use of any anesthetics or analgesics and the restrictive and cramped battery cages that give birds no space to move about highlight the ghastly cruelty inflicted on farm animals. When all the instruments were put out on display, it was aptly called “The Museum of Instruments of Torture”.

- Parallel sessions on the first day included: (a) A live Laparoscopy session by the Karl Storz endoscopy Team (b) Humane Education sessions with Pravallika Nagam, Blue Cross of Hyderabad, Claire Abrams, Co-Founder, Animal Aid Unlimited, Nishant Gupta, WSPA, Rohit Gangwal, JFAPo and Vasanthi Kumar, STRAW (c) Working with Law Enforcement Officials by Brindha Nandakumar, Hon Advocate, CUPA (d) Fund-raising for Animal Welfare by Bharati Ramachandran, CEO, Barapani and (e) Animals in Laboratories by Alokparna Sengupta, Campaign Co-ordinator, HSI. The last session of the day had an interactive discussion and talk by Vinod Kumar, Asst Secretary, AWBI on 'Understanding the Animal Welfare Board of India'.

The second day began with a vibrant and interactive session conducted by Arpan Sharma, and Abodh Aras on the topic of, 'Dog Welfare in India: The Issues, Possible Solutions and the Way Forward'. All the key concerns pertaining to street dog welfare were discussed in detail. The second session of the day had Ian Cawsey from WSPA sharing his thoughts on ideas and strategies for 'Advancing the animal protection movement in India'.

This was followed by parallel tracks that included sessions on: (a) Animals in Zoos by Suparna Ganguly and Chris Dapper (b) Dealing with the Media by Lynn D'Souza, Goa SPCA (c) Social media and internet activism by James North, Greenpeace India and (d) Animals for Slaughter by N G Jayasimha, Humane Society International, India.

In the session by Wayne Pacelle, President, HSUS, one of the key figures leading the international animal protection movement, he spoke about how and what the Indian animal protection community can learn from the experiences of animal welfare work done in other countries. The latter part of the day had another round of parallel sessions that included: (a) Session on Animal Sacrifice – Working with Temples and Law Enforcement by Gauri Maulekhi, PFA, Uttarakhand, (b) Building Cross-border Coalition against Animal Sacrifice by Manoj Gautam, (c) How to build a sustainable Animal Welfare Organization by Vasudev Murthy, Faculty, IIM Bangalore and (d) Living free: Outreach for ending consumption of animals by Dan Phillips.
The next session was a video talk given by Ingrid Newkirk, Founder, PETA who made a strong appeal to all the delegates to join hands and work together to do the very best they can for the animals. In the evening, well known musician and co-founder, Angel Eyes, Manta Sidhu sang some melodious tunes that had the audience resonating to the rhythms.

Awards presented to the delegates included:

- **Advocacy and Leadership Award** – N.G. Jayasimha
- **Cruelty Response Award** – Dawn Williams
- **Humane Law Enforcer Award** – E. Damodar and Raman Kumar
- **Media Award** – Vijay Singh, Times of India and Sunil Dogra, Navbharat Times
- **Outreach for Animals Award** - WSPA and Vasanthi Kumar
- **Volunteer Relations Award** – Nilesh Bhanage
- **Outstanding Services to Animals Award** – Avis Lyons.

On the final day of the Conference, multi-track sessions in the first half of the day included sessions on: (a) Fruits of collaboration - Lessons from the Jaipur Federation by JFAPO (b) Running Effective Campaigns by N. G. Jayasimha (c) Early Release as a Means to Reduce Sheltering Difficulties by Rahul Sehgal and (d) Learnings from the International Fund for Africa with Antenah Roba, MD. In the latter part of the day, there were parallel sessions conducted on: (a) Rabies: Exploring intersections between Animal Welfare and Public health by Dr. Syed Abbas (b) The Plastic Cow Campaign by Rukmini Sekhar (c) Improving your Adoption Programme by Achala Paani, (d) Disaster Management by Dr. Ashish Sutar and (e) Be Cruelty Free by Alokparna Sengupta. Darshan Desai from Prayas Software, Surat, Gujarat, received the coveted honour of the Dragon's Den Prize. His presentation was a detailed outline of a computer programme created to track vehicles, rescue animals, and identify volunteer locations through satellite. Erika Abrams, FIAPO Co-Founder and Trustee, closed the Conference – guiding delegates to share their own inspirational blessings to the delegates seated near them. Arpan Sharma gave the the Vote of Thanks. Just before departing, all the delegates were taken for a visit to John Hicks' primate sanctuary, where they learnt about monkey rescue cases, rehabilitation facilities and care and the natural behaviour of monkeys.

For more information about the Conference and to see more photographs, see www.fiapo.org and FIAPO's facebook page.
Humane Society International Starts Mumbai Office

Mumbai: On November 29th, 2012, World Compassion Day, Wayne Pacelle, President, HSUS and Andrew Rowan, PhD, President, Humane Society International officially launched HSI's Mumbai office in India. The event was graced by His Holiness The Hon'ble Dalai Lama. Well known Bollywood and media celebrities like Anil Kumar, Pritish Nandy and Chetan Bhagat also participated in the event.

Animal Friendly Guidelines To Be Followed by Pet Shop Owners & Breeders in Chandigarh

Joint Director (Animal Husbandry) Union Territory, Chandigarh, Dr Lavlesh Kant Gupta, has brought in new animal welfare friendly rules for pet-shop owners and breeders in Chandigarh. The Chandigarh announcement reads, “It has come to the notice of the authorities in Chandigarh Administration that the pet animals and birds in this area are being subjected to extreme cruelty and are being sold illegally. The Animal Laws of India i.e. Wildlife (Protection) Act, 1972 and Article 51(g) of the Constitution of India and Sub-Section (3) of Chapter 1 of the Prevention of Cruelty to Animals Act, 1960 are being violated by people engaged in breeding, sale and purchase of animals in Chandigarh.

In order to check and stop the cruel practices adopted during sale and purchase of animals and to streamline the procedure of purchase and sale by the breeders and pet shop owners “The Pet Shop Owners / Breeders Guidelines” are hereby established and issued by the Chandigarh Administration. The Guidelines will be implemented with immediate effect in the complete area under Chandigarh Administration and the Department viz Wildlife & Forests, Police, Revenue and NGOs (SPCA & PFA) working in Chandigarh will assist in prevention of cruelty to animals. The guidelines are listed as below:

1. No pet shop shall sell any animal or bird intended to be used for food.
2. Pets and birds in the pet shops shall not be exhibited and traded like commodities. Pet shop owners shall not cram the pet animals and birds in cages outside their shops along with hoardings in front of their shops in open sunlight.
3. A pet shop shall not be situated next to a butcher shop where the carcasses of slaughtered animals and birds are hung for sale in full vision of the animals i.e. pets and birds, waiting to be sold. It should be at least 50 metres away from the butcher shop, so that the view of slaughtered animals and birds carcasses is not visible to the live pets and birds.
4. The species, breed, age and number of pets and birds for sale in a pet shop shall be prominently displayed on the board.
5. A pet shop shall not offer any live animal or bird as prize, give any animal or bird as an inducement to enter any contest, game or any other competition.
6. A pet shop, also engaged in grooming and functioning as 'Pet Parlour' shall follow detailed operational standards like those of sanitation, ventilation, heating, cooling, humidity, enclosure requirements, nutrition, drinking water, management and medical treatment. Pets / Animals shall not be sold at too early an age i.e. they must be at least 8 weeks of age.
7. All reasonable precautions shall be taken to prevent unnatural deaths and spread of infectious diseases. Pregnant animals should not be put on sale.
8. The pets thus sold shall be primarily vaccinated.
9. The pet shop owners, employees and workers at the pet shop shall have an adequate knowledge of feeding, watering, management, handling, vaccination schedules, emergency care, veterinary aid and euthanasia, protocols and same may be maintained and followed.
10. Pet shop owners shall follow all the disaster, evacuation and recovery plan as are suitable to the Pet shop premises. A routine fortnightly health check of the birds and pets kept in a pet shop for sale shall be carried out by a registered Veterinary Practitioner and a record of the same may be maintained.
11. A pet shop owner, at the time of sale of a pet or a bird shall supply an authenticated bill to the purchaser and the purchaser shall be supplied with all the information pertaining to the pet or bird purchased i.e. species, age, breed, sex, identification marks, their habits and habitat. The pet shop owners shall also provide the purchaser, information concerning to their shop's animal return policy through in store signs or handouts.
12. No pet or bird shall be left in the premises of pet shops at night without an attendant.
13. Animals with different species and different age group and birds shall not be kept in the same cage to avoid the fear of quarrel amongst them and thus damage to each other.
14. The pet shop owner must follow the standards - 'Pet Animal Enclosure Standards'.
15. No pups/ dogs shall be sold with mutilated tails / ears.

The guidelines can also be downloaded from the departmental website address at www.chdanimalhusbandry.gov.in.
AWBI At The Helm of India's Animal Welfare Movement

Milestones, Achievements & Challenges

India has a rich tradition of ahimsa or non-injury to other living beings for over five thousand years. Spiritually enlightened Masters like Lord Buddha and Lord Mahavira stressed on the need to follow a way of life that did not cause injury to other living beings. During the time of Emperor Ashoka, he took a lot of trouble to ensure that people in his kingdom followed the practice of ahimsa and non-injury to other living beings. It is a matter of great pride to say that India is the only nation in the world where the Government of the country has set up an Animal Welfare Board to provide protection and to reduce the suffering of ailing animals. The Board was set up in 1962 as an Act of Parliament. However, much before that, it may be noted that in 1947, the year that India became free and independent of British rule, Pandit Jawaharlal Nehru, India's first Prime Minister, with great vision wrote in the Constitution, Article 51-A[g] that “It shall be the fundamental duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife, and to have compassion for all living creatures.” In the same year, the first national regulations governing gaushalas, gosadans and pinjarapoles was also established.

Though a dancer and patron of the arts and crafts, Smt Rukmini Devi Arundale's heart was always with the animals. She would often say, “Compassion is the highest Art. Animals cannot speak for themselves but can you and I not speak on behalf of them? Let us all feel their silent cry of agony and let us all help that cry to be heard in the world”. With that vision, she brought to the attention of the Hon'ble Prime Minister, Pandit Jawaharlal Nehru the plight of the suffering animals of our land. Although, Smt Rukmini Devi Arundale, as a Member of the Parliament, brought in the Prevention of Cruelty to Animals Bill in the Rajya Sabha in 1953, it would be seven years before Pandit Jawaharlal Nehru would introduce a similar bill in the Parliament. That was when Smt Rukmini Devi withdrew her bill and the PCA Act was established in 1960. Deeply influenced by Smt Rukmini Devi, Pandit Jawaharlal Nehru along with support from the Members of the Parliament took a unanimous decision to set up the Animal Welfare Board of India in 1962, under the stewardship of the highest governing authorities of this nation. That was when Smt Rukmini Devi Arundale was elected as the Chairperson of the Board. For the next 24 years until 1986, she worked untiringly to reduce the pain and suffering that animals in India undergo.

The Board offers grants for a range of animal welfare work, from construction of animal shelters and watering troughs, to grants for first-aid and rescue of animals from illegal slaughter, and providing relief in times of natural calamities.

“Compassion is the highest Art. Animals cannot speak for themselves but can you and I not speak on behalf of them? Let us all feel their silent cry of agony and let us all help that cry to be heard in the world”
Her commitment to the cause of animal welfare was so great that in 1977 when Hon'ble Prime Minister Shri Morarji Desai offered her the post of President of India, she declined. For Smt Rukmini Devi, there was no retirement from the noble task of selfless service for India's animals. Till her last breath, she continued to work tirelessly for the welfare of the helpless animals of India.

The Animal Welfare Board of India is governed by a Board that is made of twenty eight Members from different disciplines. Between the Board's Members and co-opted Members and through a well coordinated network of animal welfare activists, animal welfare work done at the grass-root level is carefully monitored and supervised all over the country. Due to this vigilant network of different Animal Welfare Organizations, cruelties caused to thousands of animals in different areas have been successfully prevented. The Animal Welfare Board of India plays a very important role as an Advisory body to the Government of India providing guidance on key issues relating to policies that promote the welfare of animals in the country.

Presented below is an overview of AWBI's Role in Promoting Animal Welfare in India:

Providing Financial Support to Animal Welfare Organizations

The Animal Welfare Board of India acts as a facilitator working at the grass-roots level to promote animal welfare initiatives all over the country by providing financial assistance. The Board offers grants for a range of animal welfare work, from construction of animal shelters and watering troughs, to grants for first-aid and rescue of animals from illegal slaughter, and providing relief in times of natural calamities. Besides, the Board also gives financial support for the treatment of sick and injured animals as well as assistance for the purchase of ambulances for transporting ailing animals. In the last fifty years of the Board's existence, the Animal Welfare Board of India has successfully scaled up the work of providing financial assistance to Animal Welfare Organizations all over the country. Currently, AWBI is India's largest funding organization for animal welfare work in the country.

Massive expansion in Animal Welfare Work in India

The Board has kept the Animal Welfare Laws under constant review and advised the Government from time to time to effect necessary amendments. Besides, AWBI has contributed greatly to enlarging the scope of Animal Welfare activities in the country and has facilitated the formation of many new AWOs. In fact, in the late 80s there were just 89 AWOs and presently there are over 2978 registered Animal Welfare Organizations in the country.

Strengthening Legislation & Policies

The Prevention of Cruelty to Animals Act, 1960 (59 of 1960) as amended by the Central Act 26 of 1982 has played an invaluable role in preventing and reducing the cruelty and suffering that animals undergo. The PCA Act has sections that deal with actions to be taken against individuals who treat animals cruelly, the penalty for Phooka or doom dev, guidelines for the formation of the Committee for the control and supervision of experiments on animals, power of entry and inspection and power of the Committee to prohibit experiments on animals. Other areas that the Law deals with includes restriction on exhibition and training of performing animals.

“I am in favor of animal rights as well as human rights. That is the way of a whole human being.” — Abraham Lincoln
The Performing Animals Rules have greatly helped to strengthen legislation for the use of animals by the entertainment industry. Due to the persistent and determined efforts made by the Animal Welfare Board of India, thousands of animals have been spared the excruciating torture, cruelty and suffering that used to be practiced on animals in earlier times by the media and the entertainment industry. To make it easier for more careful vigilance and monitoring to take place, a special sub-committee was formed by the Board and careful scrutiny of pre-shoot permissions and screening of film clips to ensure that no animal has been subjected to any cruelty during the production of any film produced in India is now mandatory.

Last year, under the guidance of Maj Gen (Retd) Dr. R. M. Kharb, AVSM, the PCA Act, 1960 was revised and strengthened. The revised Animal Welfare Act, 2011 has been submitted to the Ministry of Environment and Forests and awaits clearance. The new rules make the penalties more stringent. Besides revising the PCA Act, 1960, several new laws have been drafted, e.g. the Aquarium Fish Breeding Rules, 2010, Dog Breeding, Marketing and Sales Rules, 2010 and Draft Pet Shop Rules, 2010.

**Laws amended in the last few years include the following:**

- Guidelines for Humane Euthanasia for animals suffering from incurable diseases / incurably injured animals.

**Bans & Advisories implemented include the following:**

- Ban on Training and exhibition of Six Species of Animals as Performing Animals.
- Ban on starvation regimen to induce Force Molting in poultry birds.
- Ban on use of animals in election campaigns.
- Ban on tail docking and ear-cropping of dogs.
- Ban on use of glue traps.
- Ban on animal cruelty programmes on Television and issue of Advisory on animal cruelty-free broadcasting by BCCC.
- Issue of Advisory to the Veterinary Council of India on humane castration of bulls and bull calves.

**Building knowledge through Training Programmes**

Animal Welfare Education has been a continuing aspect of the Board's work ever since it was formed. In those times, the learning happened more through doing and by active participation in providing care, especially for the street dogs and the street cattle. However, it was often restricted to a small group of people. In the 90s, the Animal Welfare Board of India had initiated several Training Programmes that were conducted with support from RSPCA. Several animal welfare activists in the country were given training as Animal Welfare Educators and were also certified as Humane Animal Welfare Officers by the Board. Those early Training Programmes conducted by the Board have inspired hundreds of motivated individuals to come forward and start their own animal welfare shelters, many of which have now emerged as some of the largest and best animal welfare shelters in the country. Other remarkable achievements though not directly connected with the Board have included the introduction of Animal Welfare as a subject in the state board textbooks of Tamil Nadu and Andhra Pradesh by the CPREEC Foundation. However, in the last few years, the Board has played a key role in initiating and encouraging community participation, in terms of large movements – especially due to the Training Programmes conducted by Karuna Clubs and Blue Cross. To cite an example, Karuna Clubs which started in 1995 with just
three clubs today has over 1900 clubs functional in 12 states in the country. This has been a hugely successful initiative, especially in terms of creating awareness among students and teachers to make a conscious choice to opt for animal free, food and lifestyle choices, like choosing vegetarian food and leather free footwear.

In 2007, 'Animal Welfare' was introduced as a subject in the curriculum of Veterinary Colleges in the country. Doing so implies that a huge improvement in animal welfare can be expected in the coming years. Besides this, the Government of India having banned the use of animals in teaching implies that veterinary students too would learn by using humane alternatives. In 2008, the Animal Welfare Board of India conducted a Humane Education Workshop. An important outcome that emerged from this Workshop was that a novel approach was adopted to create customized content and Training Programmes for carrying out Humane Education Programmes for different sections of the community like concerned citizens, teachers, police, administration and law enforcement personnel and children.

In the last few years, the Board has been engaged in undertaking mass rallies, especially in north India during Animal Welfare Fortnight. In 2009 and 2010, the Board had undertaken a mass, public awareness drive covering several states in north India. For example, in 2010, between January 12th and 30th, an awareness campaign that was started in New Delhi was inaugurated by Shri Vijay Sharma, IAS, Secretary, Min. of Environment and Forests, accompanied by Maj. Gen.(Retd.) Dr. R.M.Kharb, AVSM, Chairman, AWBI, Shri M.M. Farooq, IAS, Addl. Secretary and Shri Hem Pande, IAS, Joint Secretary, Min. of Environment and Forests. A total distance of 3478 km was covered during this public awareness rally. Representatives of AWBI including several Board Members and Co-opted Members and a large number of animal welfare activists conducted public awareness programmes in Rajasthan, Haryana, Punjab, Himachal Pradesh and Chandigarh.

Another key initiative taken forward by the Board in 2010 and 2011 has been the revival of the Training Programmes for Humane Animal Welfare Officers (HAWOs). Two five day Training Programmes were conducted by AWBI at the National Institute of Animal Welfare in October 2010 and in August 2011. Besides this, the Board has also appointed 450 animal welfare activists and concerned citizens from all over the country as Honorary Animal Welfare Officers (HAWOs) to protect the welfare of animals and to check cases of cruelties against animals.

**Specialized Training Programmes for ABC-AR**

The Board has been involved in upgrading the professional skills of stakeholders by providing excellent Training Programmes that are on par with international standards of animal welfare. With the collaboration and support of three International Organizations - Humane Society International, Vets Beyond Borders and Worldwide Veterinary Services, AWBI conducts ABC-AR Training Programmes for Veterinarians, Veterinary Assistants, Dog catchers and Programme Managers.

**Special care and support for the welfare of street dogs**

**A New Model of Participatory Animal Welfare**

With support from the Animal Welfare Board of India, over 1.5 lakh street dogs are sterilized every year. AWBI has successfully implemented a New Model of Participatory Animal Welfare in the entire state of Tamil Nadu (with the exception of Chennai city), Delhi, Hyderabad, Shimla, Kolkata, Ludhiana, Srinagar, Ahmedabad, Leh and many more Municipal Corporations, with 50% funding shared with civic bodies. With AWBI's support for ABC-AR initiatives, several cities in India like Jaipur, Chennai, Kalimpong and Gangtok have become rabies free and along with this, there has been a significant drop in the number of rabies cases in the country.
Special provisions for the welfare of street cattle

Training Programmes for Modernization of Gaushalas to help them to be self-sustaining

With over 20 million street cattle in the country which do not get sufficient access to proper food resources, the Board has been making great efforts to reduce the suffering of these helpless animals and to improve their welfare conditions. An important initiative actively taken forward by Hon'ble Chairman, Maj Gen (Retd) Dr. R. M. Kharb (AVSM) has been in conducting Training Programmes for the Modernization of Gaushalas to help them become self-sufficient. This has been done through several Training Programmes conducted at the National Institute of Animal Welfare in Ballabgarh, Faridabad in 2009, 2010 and 2011. The Gaushala personnel get complete training on optimum utilization of biomass, especially cow-dung by trapping the biogas for electricity generation and especially the methane gas for energy generation. Besides, the Training Programme also helps Gaushalas to fully utilize the potential of biomass for production of good quality biofertilizers and biopesticides, especially by using cow urine.

Those Gaushalas actively engaged in applying the knowledge imparted to them during the Training Programmes would then be empowered to serve as useful Training Centres for farmers in the area. By doing so, organic farming initiatives in the community would be greatly benefited and besides, such self-sustaining Gaushalas can then serve as useful models for the community to emulate. Another very important component of the Training Programme includes sharing knowledge about local breeds and the need for conservation. Such initiatives on modernization of Gaushalas are now happening across the country in more than 1500 Gaushalas. Under the inspiring guidance and efforts made by Gen Kharb, several states have also come forward to actively support the welfare of the street cattle by improving legislation as well as by providing better welfare. A recent example is the initiative taken in three states, i.e. in Punjab, Madhya Pradesh and Gujarat. Besides this, several pilot projects have also been launched by AWBI in partnership with the Ministry of New and Renewable Energy to set up 400 KW electricity generating biogas plants using biomass from cow-dung. Five such pilot projects have been launched by the Board in 2011. Each of the biogas plants would have a capacity to generate 400 KW on an hourly basis. The projects have been implemented by M/s Sri Krishna Captive Energy Ltd on BOOT (build, own, operate and transfer) model in partnership with the Gaushalas.

In the last few years, some of the State Animal Welfare Boards like the Uttarakhand State Animal Welfare Board have been revived very nicely. It may also be noted that during Dusshera 2012, in the entire state of Uttarakhand, not a single case of animal sacrifice was reported due to the efforts made by PFA Uttarakhand along with support from the Uttarakhand State Animal Welfare Board, the Uttarakhand State Police and Animal Husbandry Departments. Similarly, border states like Jammu & Kashmir, Sikkim and remote areas like Leh in Ladakh have actively come forward to protect the welfare of street dogs by participating in ABC-AR Programmes due to the initiative taken by the Board.

Government of India - a Signatory to UDAW

Since 2006, under the leadership of Maj. Gen (Retd) Dr. R. M. Kharb, AVSM, Hon'ble Chairman, AWBI, the Board has actively pursued the initiative led by WSPA for India to be a signatory to the Universal Declaration on Animal Welfare (UDAW). Several Ministers have signed the Declaration. On Feb 16, 2010, a delegation led by Dr. Nanditha Krishna and Dr. Chinny Krishna, along with Maj. General (Retd) Dr. R. M. Kharb, AVSM, Chairman, AWBI, Justine Holmes from WSPA, and Dr. Abdul Rahman, Secretary General of the Commonwealth Veterinary Association met Mr Jairam Ramesh, then the Minister of State (Independent Charge), Ministry of Environment & Forests, Government of India. When requested to sign the UDAW petition, he signed it immediately and wrote, “As an Indian, animal welfare is part of my dharma, and it has become my karma now!”
India is now one of the few nations in the world that has become a signatory to the Universal Declaration on Animal Welfare which recognizes that animals are sentient beings and respects the five freedoms that all animals must have – “freedom from hunger and thirst, freedom from fear and distress, freedom from pain, injury and disease, freedom from discomfort and freedom to express normal patterns of behaviour”.

Recently, Smt Jayanthi Natrajan visited the Board's office on September 10th and 11th, 2012 during the Board's 32nd General Meeting and she promised complete support for the Board's work saying that, “I will do my best to support the extremely laudable work that all of you have undertaken. I would like to place on record my appreciation of the selfless work that all of you are doing. It is absolutely vital that law makers be part of the Board. Issues related to Animal Welfare must be translated to policy matters in the Parliament. I will write to the Chief Ministers to ensure that they set up State Animal Welfare Boards, so that all the issues related to animal welfare, cruelty and protection can be effectively addressed and taken care of by each state, at the district level. In my responsibility as Minister of Environment and Forests, I want to assure you that we will not stray from our commitment to protect the welfare of animals. I would like to assure you that I have an open mind and I fully promise you that my Ministry and I will give full support to the animals and to AWBI”.

Major challenges the Board faces include:

- Non functional State Animal Welfare Boards and non-functional district societies for the prevention of cruelties to animals.
- Inadequate enforcement of Animal Welfare Laws in the country.
- Rising increase in the incidence of human-animal conflicts and inhumane killing of animals such as street dogs.
- Insufficient training for police personnel sensitized to the cause of Animal Welfare issues.
- Lack of proper Training facilities for AWOs at NIAW.
- Inhumane and illegal slaughter without stunning.
- Inhumane culling of animals for disease control.
- Inhumane and illegal transportation of animals.
- Animal sacrifices for religion and faith.
- Scope of Humane Education Programmes to be greatly expanded on an immediate and urgent basis by introducing Animal Welfare as a subject in Schools, Colleges and Universities as well as in Police Training Academies and Teacher Training Institutions.
- Urgent need for the Board to increase the staff strength – in 1988-89, the total number of employees in AWBI was 21 for 89 AWOs while in 2012, the total number of sanctioned posts at AWBI continues to be just 30 to take care of the needs of 2978 AWOs, despite the massive increase in workload.
- Need for substantial increase in the quantum of grants available to AWOs to effectively promote Animal Welfare initiatives as the population of animals in the country has greatly increased.
- Lack of more stringent Animal Protection Laws to deter potential animal abusers.
- Urgent need for the new New Animal Welfare Bill to be passed soon.

It is hoped that in this Golden Jubilee Year of the Board, the New Animal Welfare Law will be passed and the grants for animal welfare work would be substantially increased. Besides, it is expected that under the stewardship of Hon'ble Minister of Environment and Forests, Smt Jayanthi Natarajan Ji, the State Animal Welfare Boards will be revived along with better enforcement of Animal Welfare Laws at the district level as well as establishment of special Police squads to monitor, check and prevent criminal offenses on animals, on all fronts, and especially in the farms during transportation and at the time of slaughter. It is also hoped that special funds for conducting Humane Education Programmes and for publications will be available as well as for launch of major public awareness programmes through the newspapers, internet and television at the national level. References available on request.
Stars’ Wishes for Animals in 2013

By

Sachin Bangera,
Celebrity and Media Projects Manager,
People for the Ethical Treatment of Animals (PETA)
India

Name a Bollywood star who has ever spoken a kind word about animals and chances are that Bangera - at the age of 27 - has won their support for PETA’s campaigns to promote animal rights. Sachin joined PETA at the tender age of 19 as an Office Executive and soon became Campaign Coordinator, working to end the use of animals for entertainment, before taking charge of the media and celebrity operations for PETA India. Sachin can be contacted at sachinb@petaindia.com.

PETA India’s hard-hitting investigations and colourful demonstrations have made nationwide headlines, opening people’s eyes and hearts to animal suffering. But it is our celebrity supporters who give the organisation its face and help inspire millions of people to make kind choices. From Lara Dutta and Paul McCartney to John Abraham and Hema Malini, we couldn’t wish for a better stable of star supporters. But what do they wish for? Read on to see what these and a galaxy of other compassionate stars “wish” on behalf of animals in the upcoming year!

New Year, New Diet

Many celebrities wish that people would turn over a new leaf by going vegetarian. Spreading this exact message, actor and former Miss Universe Lara Dutta donned a gown made of lettuce in a sexy PETA India ad. She told her admirers, “Even seemingly small choices can have a big impact on our health, our community and the world around us. Going vegetarian is one of the easiest ways to improve our health, help countless animals and protect the Earth”.

“Even seemingly small choices can have a big impact on our health, our community and the world around us.

Going vegetarian is one of the easiest ways to improve our health, help countless animals and protect the Earth.”

Animal Citizen, October-December, 2012
Sir Paul McCartney, who has often spoken of his fondness for India, would like to see our country adopt a 'National Vegetarian Day'. The legendary musician and longtime vegetarian sent a letter to the Prime Minister saying that such a day “would be a celebration of life”, and urged him to declare 12th January – PETA India’s anniversary – as an annual meat-free day across India.

“Were Glass Walls shown in every school, the next generation would grow up vegetarian, I have no doubt.”

R. Madhavan wishes that everyone would watch Glass Walls, a powerful PETA India video he narrated, which takes the viewer behind the scenes at slaughterhouses, where cows, chickens, pigs and other animals meet a frightening, bloody end. “What you see on screen goes against all the peaceful, non-violent things we want in the world and for our children, against ahimsa, India’s wonderful, core value. Were Glass Walls shown in every school, the next generation would grow up vegetarian, I have no doubt”, said Paul McCartney of the video.

Big Stars, Big Wishes

Other celebrities have partnered with PETA India in hopes of educating people about skins, circuses and other animal welfare issues. For example, both former Bigg Boss guest Pamela Anderson and Bollywood beauty Dia Mirza wish that people would shed animal skins from their wardrobes.

“The reverence and love for animals felt by people in your beautiful country is deeply moving, yet one thing fills me and all compassionate people with horror: India’s leather trade”, wrote Anderson in a letter asking the government to protect the cattle from being used for leather. “It still profits from the skins of animals who have been transported to and killed in slaughterhouses, including illegal ones, in unspeakably cruel ways.” Standing up for animals killed in the exotic skins trade, Dia Mirza posed for an attention-grabbing ad, in which she is “bloodied” to make it look as if she has been skinned alive. “Skinning animals alive or beating them to death for a pair of boots or a purse cannot be justified”, said Mirza. “By choosing widely available fake snake and mock croc, you can pay tribute to these animals’ beauty without stealing their skins and killing them.”
Alluring actor and model, Shilpa Shetty wishes that India would ban circuses that use animals. Posing as a tigress in an anti-circus ad, she has inspired many people who had never previously considered the issue to learn about and subsequently boycott animal circuses. Said Shilpa, “Circuses are no fun for wild animals who are caged, beaten and deprived of all that is natural to them. The animals are taken from their natural habitats, forced to lead their lives inside cages that are barely bigger than their bodies, made to travel across hundreds of miles under strenuous conditions, and then forced to perform under the constant threat of punishment”.

“Masakali” girl Sonam Kapoor’s high-flying hope is that glass-coated manja will be banned. Talking to school children at Arya Vidya Mandir, the school where she had studied, she encouraged the children never to use manja, which is gummed and coated with powdered and finely crushed glass, making it lethal for birds and people who come in contact with the razor-sharp string. “The use of manja may be amusing for some, but for many families -- human and bird alike -- whose loved ones lose their lives, it is a situation that can be definitely prevented”, wrote Kapoor in a letter to authorities, in which she urged them to enact a ban on manja.
Stars’ Hopes for Horses and Bulls

If desi boy John Abraham and “Dream Girl” Hema Malini have it their way, the government will say “neigh” to horse-drawn carriages and jallikattu. Both big-hearted stars wrote letters on PETA India’s behalf calling for a total ban on the use of cruel and dangerous horse-drawn carriages.

Horses used to pull carriages are forced to work in sweltering heat and extreme cold and are frequently denied adequate rest, food, and water. Many are unlicensed and kept illegally, in filthy stables. Regulations are almost never enforced and horses are made to pull heavy carriages on busy city streets, where numerous accidents have claimed the lives of horses and humans alike.

“Whenever I see an overloaded horse buggy, I stop and get the driver to unload the carts. I also educate the driver about the needs of the horses. In fact, I rescued an emaciated horse some years ago and took him to the SPCA”, confided Abraham.

Abraham, a longtime PETA India supporter, and Malini, PETA India’s “Person of the Year” in 2011, also called on the Minister of Environment and Forests (MoEF) to enforce a nationwide ban on jallikattu. Even though the MoEF made jallikattu illegal by banning the use of bulls as performing animals, the Madras High Court Bench gave permission for jallikattu to be held in Tamil Nadu.

“As an actor, I choose to perform, but animals used for jallikattu and bull races don’t. During jallikattu, bulls are deliberately terrorised and made to suffer for entertainment. They are taunted by crowds, pushed, hit and wrestled to the ground. During bull races, the animals are often beaten with nail-studded sticks” wrote Abraham.

In her letter to the Minister, Malini pointed out that jallikattu is in violation of the Prevention of Cruelty to Animals Act, 1960, writing, “People expect our officials to uphold meaningful animal welfare standards and to protect citizens. I urge you to do so by taking steps towards ending jallikattu without delay.”

Everyone Can Be a Star for Animals

Scores of other celebrities are also working to move India’s animal welfare laws – and attitudes – into the 21st century. On behalf of the billions of animals who benefit from their actions, PETA India and other compassionate people around the world are unfailingly grateful for their generosity. Fortunately, you don’t have to be a star to shine for animals. Animals don’t care if you’re a Hollywood heartthrob, or a Bollywood hero! You can be an everyday hero for animals in 2013 by simply making kind choices about what you eat, wear, buy and do. □
Applying Humane Education for 'Human Behaviour Change'  

By 

Amala Akkineni 
Founder, Blue Cross of Hyderabad & 
Board Member, AWBI 

Amala Akkineni, is co-founder, Blue Cross of Hyderabad, a registered non-profit animal welfare organization she has run for the last 20 years, rescuing sick and injured animals from the streets. Educated at Kalakshetra, Chennai, in classical fine arts, she had a successful career in Indian cinema, completing 50 films in five Indian languages (Tamil, Telugu, Malayalam, Kannada and Hindi). She is married to Telugu Film Actor, Nagarjuna. After films Amala has been working through various NGOs for various social causes such as animal welfare, conservation, child welfare, rural women empowerment and HIV awareness. She uses her celebrity status to reach out to people in Andhra Pradesh to passionately promote social causes and environmental understanding, though she has a special leaning towards animal welfare. On a personal note: Amala was born in Bengal of Bengali-Irish parentage. She is a vegan by choice, and loves reading, Yoga, meditation, scuba diving and going for long walks with her dogs. She is mother to grown sons and lives with her husband, Telugu film star Nagarjuna, in Hyderabad. Amala Akkineni can be reached at a.akkineni@gmail.com. 

If you are reading Animal Citizen, you are most probably one of India’s animal welfare volunteers or you run an Animal Welfare Organization. What I mean is that while many of us share understanding with the animal friendly community, very little of that understanding trickles down to impact that leads to changing the understanding of millions of non-animal friendly or indifferent people who could benefit. Hence, the urgent need for a creative and active Humane Education Programme. 

While running a good school programme is useful and sees wonderful results, addressing adults from non-animal welfare backgrounds is a far greater challenge. Taking on this challenge is not just about information and knowledge dispersion, but finding creative and inspiring ways to involve people who are completely removed from animals and who would normally ignore the subject. An effective Humane education programme needs planning, wisdom and understanding regarding human sensitivities along with a number of important ingredients mentioned briefly in points below. 

- Zero in on simple, relevant and focused messages, tailor-made for the group. 
- Do not give an information overload and shoot everything you know on an unsuspecting audience. 
- Use imaginative and creative ways to introduce animal issues, no matter who the target audience is. 

“Addressing adults from non animal welfare backgrounds is a far greater challenge. Taking on this challenge is not just about information and knowledge dispersion, but finding creative and inspiring ways to involve people” 

Animal Citizen, October-December, 2012
Avoid well meaning but one sided messages that leave the other side out of the activity. For example: A purely vegetarian message which wrongs all non-vegetarian students in the audience can be very affronting and can loose the support we could get for animals.

Avoid preaching as this puts people off and they close their minds to listening or change. Inspire them instead with effective examples.

Always have a skilled and trained speaker and volunteer team to ensure good results.

Plan ways to involve the audience in exercises and give people an opportunity to share their concerns or apprehensions regarding animals.

Once people are inspired they must know what to do. Plan follow-up action points and ensure media attention to propagate the efforts to spread the interest. It could be in the form of a puppy adoptathon or a poster making workshop, a school / community mela with fun and games or a play with an animal friendly theme. You can also hold annual events to spread and sustain the interest and awareness.

Include student activities to encourage awareness in practice - as students are the future.

Avoid well meaning but one sided messages that leave the other side out of the activity. For example: A purely vegetarian message which wrongs all non-vegetarian students in the audience can be very affronting and can loose the support we could get for animals- whereas by suggesting everyone try a “Vegetarian week” or try “Vegetarian Mondays” we could be more inclusive and actually create more understanding and save more animals.

Hold annual reviews of the impact of messages. Use the available technology and visual aids to keep reinventing the way in which you say things.

Hold regular Training Programmes for Trainers.

To sustain any good work one must have a fund-raising strategy.

Do fund-raising continuously, relentlessly and never miss an opportunity to ask for help for the animals.
How does human behaviour change happen?

Case Study: Stopping Animal Sacrifice in the Poleramma Jatara

Over decades, Government bodies and NGOs have struggled to change human behaviour for the better. Eradication of blind beliefs, superstitions, cruel, unethical and unhealthy practices have been an uphill struggle, ridden with hurdles from certain religious, political and power groups who take advantage of ignorance. The understanding of social behaviour change is now a two year MSc course in Social Work. There are inspiring examples to illustrate the process. A recent success is presented here regarding our efforts to prevent Animal Sacrifice in

the town of Venkatagiri, Nellore District, Andhra Pradesh.

The Royal family of Venkatagiri initiated the practice of animal sacrifice in the past before going into battle. Later the practice surrounded a festival and grew to sacrificing thousands of sheep and goat. A small temple of the local deity Poleramma, who protected the town became very famous. The temple committee, propagated the gory sacrifice in the name of the Goddess and the ritual draws people from within India as well as from foreign countries. The younger generations were encouraged to participate by the family elders. Two years ago, we received a surprising call from the Superintendent of Police, Nellore. Mr. Damodar, requesting us to initiate an awareness drive against animal sacrifice before Poleramma Jatara at Venkatagiri town.

The issue was discussed at length and the following strategy was devised. We dissected the issue into a few separate issues, (not necessarily in order of importance), with the intention of addressing each one to ensure success.

“The temple committee, propagated the gory sacrifice in the name of the Goddess and the ritual draws people from within India as well as from foreign countries”

The animal shall not be measured by man. In a world older and more complete than ours, they move finished and complete, gifted with extensions of the senses we have lost or never attained, living by voices we shall never hear. They are not brethren; they are not underlings; they are other nations, caught with ourselves in the net of life and time, fellow prisoners of the splendor and travail of the earth. Henry Beston
The festival of Poleramma Jatra included:

1. To address the religious worship and sentiments, we planned to ensure the usual worship at the temple and respect for their sentiments. We planned to convince authorities and media to promote the use of flowers, fruits, coconuts, and pumpkins as an alternative to animal sacrifice.

2. These were mostly simple folk and many had not had opportunity for education so we planned a door to door awareness drive with the people of Venkatagiri to spread some light to reduce blind beliefs.

3. The people were predominantly farmers, weavers and goat herders - we did not want them to lose the opportunity to trade and have their rural economy thrive during the festival. So bans and block-aids, brute force and other means were avoided. We appealed to their sensitivities and addressed the means of worship only.

4. We discussed with the Director of Animal Husbandry, who was extremely supportive, to set up temporary slaughter houses at Venkatagiri town during the festival so their cultural leanings to non-vegetarian food would not be denied. As most villages and towns do not have slaughter houses, slaughter is carried out in back yards and amounts to a great deal of cruelty to animals. At festivals the two issues collapse into one and slaughter becomes sacrifice. Providing temporary slaughter houses to slaughter animals the humane way for food could be the key to eliminating the sacrifice.

5. Alcoholism seems to be a curse over a large part of rural society and one can well imagine how only an intoxicated and crazed human being can carry out such gruesome acts of violence. Implementation of laws for social benefit was planned to counter this.
A team headed by Swami Swayam Bhagavan Das, (Vice-President, Andhra Pradesh SPCA) along with the volunteers of Blue Cross of Hyderabad, reached the town and spent a week going door to door talking to the town residents about the dangers and evils of animal sacrifice. They highlighted how blood from the mass sacrifices polluted the ground water with E-coli, spreading diseases all around the town. They explained how it was bacteria and germs that caused illness and not the deity’s anger. To ensure good health and rains it was explained to the villagers that they needed to follow healthy practices and protect trees, conserve water – sacrificing innocent animals would not help in any way. In fact, the idea was communicated to the villagers that we thought it was upsetting the Goddess and that’s why there was so many health issues and rain related problems in the district.

Schools, Colleges, Temple authorities, Social groups, media etc were addressed individually, through public meetings, press conferences and rallies. At first the people were reluctant. The local MLA then procured a truck-load of pumpkins for people to use in the place of animals to offer to Goddess Poleramma. A special impact on the younger generations who were all studying in the local educational institutions was noted due to effective education campaigns which resulted in their near non-participation in the event.

The first year, 40% of the animal sacrifice reduced with a reduction in the number of sacrifices from five buffaloes to one buffalo. In the second year, efforts continued from a month before the Jatra and this time 1700 animals were slaughtered for food in the temporary slaughter houses. There was less resistance. However, there were forces that were not willing to change for reasons that are now obvious.

The third year, the movement came in front of the Animal Welfare Department and the Superintendent of Police took up the challenge to completely stop the sacrifice in Venkatagiri town requesting animal welfare activists to join hands along with the district police for a total end to animal sacrifice. The SP of Nellore district, Mr. B.V. Ramana Kumar, deployed 2000 police personnel apart from the other department personnel. Police check-posts were set up at all roads leading to the town and trucks with animals were not allowed into the town for a week beforehand. Alcohol was stopped from sale for the three days of the festival. The temple authorities were told strictly that there would be zero tolerance for the sacrifice of any animal including the two ceremonial buffaloes. The buffaloes were handed over to the Police for safe keeping, in compliance of their order. And that year there was no sacrifice, only slaughter for food. The efforts go to show that planned humane education and implementation of the law go hand in hand for social behaviour change. We look forward to the new and improved animal welfare law to give the animal welfare movement momentum and strength.
Celebrating An Animal Sacrifice Free DussHERA

By
Gauri Maulekhi
Member Secretary, People for Animals Uttarakhand, Co-opted Member, Animal Welfare Board of India, Member, Uttarakhand Gau Seva Aayog.

The eyes speak of helplessness, terror, stress and confusion. The mouth foams with the rage of the captured. All around is the gore and the reek of murder most foul. The crowd, the weapons, the cheering, and the dance add to the trauma. This is war. War against the right to life and to live with dignity. War against rational thinking and compassion. War against humanity and war against the Creator of the creature that is slain most barbarically with scores of weapons striking it from all ends by a frenzied crowd.

Slaughter of animals for food is bad enough, but the worst reason to inflict pain is to attain some sort of truce with the Almighty. In Uttarakhand as in Nepal and some other north eastern states, buffalo bulls are hacked into many pieces by a mob of youths, intoxicated with alcohol and ganja. The process starts with the transport of the animal from the markets to the temples and ends at the foot of the mountain in a heap of organs, blood and the stench of death. Each time, humanity and compassion lose the war to greed, violence and selfishness.

Contrary to general belief, animal sacrifice in India now has little to do with religion. In it’s present form it has become a means of exploitation and a means to blackmail gullible and ignorant people into spending their meagre savings for the benefit of the temple authorities and as a cowardly sport for the recreation of the criminally inclined. Despite clear legal provisions that prohibit it, this custom is practiced in a number of states in India. Considering that lakhs of animals are butchered to please the Gods, ironically, from the hills of Uttarakhand to the barren fields of Orrisa, the places worst hit by this barbaric custom are the ones where progress and prosperity are minimum and the Gods seem most displeased.

“The crowd, the weapons, the cheering, and the dance add to the trauma. This is war.
War against the right to life and to live with dignity.
War against rational thinking and compassion.
War against humanity and war against the Creator of the creature that is slain most barbarically with scores of weapons striking it from all ends by a frenzied crowd”
The general sentiment was one of hopelessness and apprehension, when the Uttarakhand unit of People for Animals initially took up the challenge of preventing this medieval ritual. No officer or political leader would touch the subject with a barge pole because it stirred religious sentiments. We were faced with ridicule, refusal and the laws that we were trying to implement were comprehensively ignored.

Mrs Maneka Gandhi then heralded the campaign against Pashubali by visiting the ill famous temple of Bhukhal where more than 10,000 animals were butchered on just one day during winter, to please the Goddess. An open meeting with the village elders was held and was attended by the top IAS officers of the state. A series of such meetings groomed the local PFA team to replicate the same in other districts. Since the demographics of the state is such that even though literacy levels are high, exposure to new ideas and revolutionary thinking is practically non-existent, we were banished from many villages, where we tried to hold public meetings. The District Authorities and the police assisted us partly because we were legally sound but largely because the AWBI Member Sri Rajiv Gupta was the then Principal Secretary, Home and Forest and also the Rural Development Commissioner of Uttarakhand.

The propaganda against Pashubali went on for the next six months and we lodged numerous cases against temple committees where animals were being sacrificed. Complaint cases against officers who resisted were lodged in the District Courts. Media support kept the movement alive and many other organizations and groups of individuals were added to the list of supporters. Yoga Guru, Baba Ramdev of Patanjali Yogpeeth lent support by speaking against Pashubali on camera. It gave credibility to our claim that Hindu scriptures do not endorse violence towards any sentient living being.

The time was ripe to file a Writ Petition in the High Court. We decided to argue the case without a lawyer to make a greater impact. This required extensive study and research. The deeper we went, the stronger our case appeared. The Slaughter House rules clearly tilted the case in our favour. Section 28 of the Prevention of Cruelty to Animals Act, needed some convincing. This section states that it shall not be an offense to kill any animal in a manner required by the religion of any community.
We argued mainly on two words, ‘manner’ and ‘required’. At the end of one year, the Chief Justice was convinced that ‘manner’ could only mean the actual method of slaughter i.e jhatka, halal or kosher etc. and that there was no religious ‘requirement’ or mandate to conduct sacrifice in temples as per any Hindu scriptures, which suggested quite the contrary.

There was hardly an argument from the state to deny that the ritual was a source of public nuisance for regular devotees and a source of annoyance and mental torture for them to witness such violence. Nor was there a single argument against our claim that the animals were not medically examined before or after the slaughter and in case their meat was consumed, it could lead to disease outbreak.

In cases where male buffaloes were slaughtered only to be rolled off the cliff, it was evident to the court what havoc thousands of rotting carcasses may wreak on the environment and water resources of the region. The act of slaughter, it was observed, was particularly relished by womenfolk and children. It spoke of complete dehumanization of this section of the society. Some of the women threw bouts of hysteria and claimed that the Goddess spoke through them. They beat their chests, jerked their heads violently and made a demand for blood amidst shrill cries. At this point, people would touch their feet and recognize the ‘Devi’ speak through the woman. Interestingly, this blood lust of the Goddess was often expressed by peasant women who were either themselves victims of domestic violence or could draw no attention to themselves by any other way. These were their few moments of stardom.

The army personnel and their families patronized animal sacrifice to a large extent. Various regiments adopted temples in Uttarakhand where they regularly sacrificed buffalo bulls in exchange for the safety of their loved ones. It came up in public meetings regularly that if the Goddess was not offered animals, she would claim human lives and disaster shall befall on the community. It was indeed a baseless claim, as natural disasters claimed lives anyway with landslides, cloudbursts etc which are fairly common in this region and no God has been able to prevent it despite hundreds of years of animal butchery in temples. If anything, rotting carcasses only add to the misery in a village during a natural disaster.

“Animal slaughter for any reason other than food for mankind was prohibited and this too could only be done in a registered slaughter house within city limits.

Cleanliness, hygiene and public sentiments had to be kept in mind even when animals had to be slaughtered in a rural area.

An animal could not be slaughtered for religious purposes.

The method of slaughter could however be guided by religion, but the purpose should only be for the consumption of meat by humankind.

We could not have asked for a better judgement”
We had to witness, record and photograph a number of slaughter festivals to produce these arguments before the court. Each time a buffalo bull was struck with a dull axe, a small part of us perished too. Each animal that was hacked before our eyes, made our resolve stronger. There was no way this medieval ritual could continue in civilized society. We had to make it stop.

“One repeatedly filed applications under the Right to Information Act 2005 to ask for temples that had given up slaughter and the temples that were being booked for disobedience. The applications were framed in such a way that a single RTI filed in the Chief Secretary’s office would fetch us replies from each Tehsildar and Patwari of all Districts. Every revenue officer and station officer was compelled to read the judgement in order to frame a reply”

One year after the Public Interest Litigation was filed, the court's judgment was pronounced on 19th December 2011 - “Animal slaughter for any reason other than food for mankind was prohibited and this too could only be done in a registered slaughter house within city limits. Cleanliness, hygiene and public sentiments had to be kept in mind even when animals had to be slaughtered in a rural area. An animal could not be slaughtered for religious purposes. The method of slaughter could however be guided by religion, but the purpose should only be for the consumption of meat by humankind”. We could not have asked for a better judgment.

The Government now had to be motivated to implement this order at war footing. This was a whole new ball game. A lot depended on how effective a particular Collector was and how convinced the various department Secretaries were that it was their duty. This is when we activated the District SPCAs and got funds allocated to each SPCAs through the State Animal Welfare Board to conduct public meetings in sensitive villages and publicize the judgment of the Hon’ble High Court. The Department of Animal Husbandry rose to the occasion and Chief Veterinary Officers who were also Secretaries of their respective SPCAs took charge of conducting public meetings. They found more and more support now as other groups and organizations joined in against the butchery. Then, there were those who just wanted to be on the winning side. Public opinion drastically tilted against pashubali and more and more people endorsed the Judgment of the Court.

Each temple in every village could not be visited nor could it be ensured by any one organization that the order was complied with. We repeatedly filed applications under the Right to Information Act 2005 to ask for temples that had given up slaughter and the temples that were being booked for disobedience. The applications were framed in such a way that a single RTI filed in the Chief Secretary’s office would fetch us replies from each Tehsildar and Patwari of all Districts. Every revenue officer and station officer was compelled to read the judgment in order to frame a reply.

Awareness of the order among the Government officers was the key to implement it effectively. The RTI Act was helpful not only for our data collection, but also educated the officers about the judgment before they could produce the time bound reply. Awareness among people was tricky as it was logistically difficult for our small teams to travel so extensively. The media again was a tremendous help. We issued advertisements in the two local dailies and in turn got loads of coverage against ritual slaughter.
The acid test of implementation was to be Dussehra 2012, the first major slaughter festival since the Judgment of the Hon’ble Chief Justice. We started preparing for it months in advance. The Chief Secretary of the State, who was the first respondent in the Writ Petition was made aware of the situation and in order to prevent disobedience against the Judgment, his office issued instructions to all Collectors to prevent animal sacrifice in all districts. We spoke to each Collector on a weekly basis and ensured that the demand for additional force was placed well in advance by each district, as each slaughter mela attracts tens of thousands of devotees who are usually intoxicated and armed.

A few weeks before Dussehra, an MP of the ruling party hosted a religious function at Almora, where a male buffalo was sacrificed and rolled off the cliff. This one act threatened to derail all the efforts and posed a situation of anarchy. Once again, the media was used to make an example of this and the public sentiment against animal sacrifice could be retained.

Nothing less than a warning from Mrs Maneka Gandhi herself could force the Legal Department of the Indian Army Headquarters to issue orders to abort all plans for animal sacrifice by army personnel or their kin. Pithoragarh, where the Kumaon Regiment used to sacrifice more than five thousand buffalo bulls, was a big challenge. We were overjoyed to hear that the Gangolihaat Kalinka Temple, the biggest centre for animal sacrifice in the state had decided to hold a blood donation camp on Dussehra. Instead of killing innocent animals, devotees would donate blood to a blood bank and save lives.

One wrong incident could jeopardize the entire movement. Each temple in each district was important. We had our teams watch over as many temples as possible and we cultivated contacts and hired people in places where we had no members for help. The day of Dussehra was most crucial, given the beliefs of the local people. Regardless of individual slaughter festivals hosted by temples throughout the year, Dussehra is the biggest and the most horrible in terms of bloodshed. It is perhaps because most of the settlers in the Kumaon region are originally from West Bengal. We had done all that we could. On the day of Dussehra, we received each call at the control room with tremendous hope and anxiety and we only got good news from all districts. Dussehra 2012 was bloodless and peaceful throughout Uttarakhand. However, the war continues in Orissa, West Bengal, Karnataka, Andhra Pradesh, Himachal Pradesh, Uttar Pradesh, Nepal, Assam and other states. Only when meaningless ritual slaughter is abolished from the face of the earth will there ever be a true victory of good over evil.

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“We were overjoyed to hear that the Gangolihaat Kalinka Temple, the biggest centre for animal sacrifice in the state had decided to hold a blood donation camp on Dussehra. Instead of killing innocent animals, devotees would donate blood to a blood bank and save lives”

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Quotations from the Hindu Scriptures relevant to consumption of animal foods

“Having well considered the origin of flesh-foods, and the cruelty of fettering and slaying corporeal beings, let man entirely abstain from eating flesh. - Manusmriti 5.49

“By not killing any living being, one becomes fit for salvation.” - Manusmriti, 6.60

"If one offers Me with love and devotion a leaf, a flower, fruit or water, I will accept it." - Lord Krishna in the Bhagavad-gita. 9.26

The biggest and worst sacrifice of animals is the Gadhimai Festival in Nepal. For more information check out http://en.wikipedia.org/wiki/Gadhimai_festival. The practice of animal sacrifice must be stopped in temples all over India and other neighbouring countries.
Humane Research & Lifestyles

Bringing the Science of Safety Testing & Health Research Into the 21st Century

By
Alokparna Sengupta,
Campaign Coordinator,
Humane Society International

Alokparna Sengupta currently works as the Be Cruelty-Free Campaign Manager for Humane Society International, India. With a Masters degree, (M.Sc) Biotechnology from Osmania University in Hyderabad, Alokparna worked at Thomson Reuters for two years before starting her career in Animal welfare as a volunteer at the Blue Cross of Hyderabad. After her stint as a volunteer with Blue Cross, she worked at FIAPO for FIAPO and HSI’s joint work on Toxicity testing in India. She stays in Hyderabad with her family, playing big sister to her canine, Pushkin, mother to canine Chinky and aunt to feline, Roli. Alokparna may be contacted at alokparna@gmail.com.

Animal Testing – ineffective, inhumane and outdated way to assess human health & safety concerns

The term “animal testing” refers to procedures performed on living animals for purposes of research into basic biology and diseases, assessing the effectiveness of new medicinal products, and testing the human health and/or environmental safety of consumer and industry products such as cosmetics, household cleaners, food additives, pharmaceuticals and industrial/agro-chemicals. Animal procedures, by definition, have the potential to cause animals some degree of physical as well as psychological distress and suffering, and in many cases, the procedures can cause a great deal of suffering. Most animals are killed at the end of an experiment, but some may be re-used in subsequent experiments.

The following is a selection of some of the common procedures that animals are subjected to:

- Forced chemical exposure in toxicity testing, which can include oral force-feeding, forced inhalation, skin or injection into the abdomen, muscle, etc.
- Exposure to drugs, chemicals or infectious disease at levels that cause illness, pain and distress, or death.
- Genetic manipulation, e.g. addition or “knocking out” of one or more genes.
- Ear-notching and tail-clipping for identification.
- Short periods of physical restraint for observation or examination.

"Why am I against vivisection? The most important reason is because it's bad science, producing a lot of misleading and confusing data which pose hazards to human health. It's also a waste of taxpayer's dollars to take healthy animals and artificially and violently induce diseases in them that they normally wouldn't get, or which occur in different form, when we already have the sick people who can be studied while they're being treated." - Dr. Roy Kupsinel, M.D., 1988, medical magazine editor, USA.

Animal Citizen, October-December, 2012
• Prolonged periods of physical restraint.
• Food and water deprivation.
• Surgical procedures followed by recovery.
• Infliction of wounds, burns and other injuries to study healing.
• Infliction of pain to study its physiology and treatment.
• Behavioural experiments designed to cause distress, e.g., electric shock or forced swimming.
• Other manipulations to create “animal models” of human diseases ranging from cancer and stroke to depression and epilepsy.
• Killing by carbon dioxide asphyxiation, neck-breaking, decapitation, or other means.

Many different species are used around the world, but the most common include mice, fish, rats, rabbits, guinea pigs, hamsters, farm animals, birds, cats, dogs, mini-pigs, and non-human primates (monkeys, and in some countries, chimpanzees). It is estimated that more than 115 million animals worldwide are used in laboratory experiments every year. However, since only a few countries actually publish the data concerning the number of animals used for testing and research, the precise number is unknown.1 In India, there is no data collected or statistics published regarding the number of animals used for testing, research or educational purposes.

Limitations of Animal Testing
Chemicals, including those used in consumer goods, industrial processes and medicinal products, are essential to modern life, yet we are unsure of their complete safety. We lack innovative, efficient and human-relevant testing tools that can guide regulatory agencies to make informed decisions on health and safety issues. Scientists have, for decades, tried to mirror human diseases by artificially creating symptoms in animals such as mice, rats, rabbits and monkeys. This has fundamental scientific limitations, reflecting an early 20th century approach to health-care research. Very often, the symptoms and responses to potential treatments seen in other species are dissimilar to those of human patients.

There is growing frustration with current testing methods for human health and environmental safety assessment. These approaches date back to more than 80 years and in some cases, are very time-consuming, restrictive in the number of substances that can be tested, provide little understanding of how chemicals behave in the human body, and inflict suffering upon large numbers of animals. In addition, they often fail to correctly predict real-world human reactions, as illustrated by the fact that 92% of drug candidates that appear safe and effective in animal tests are later shown to be unsafe and/or ineffective in human trials.1 Each year in this scenario, billions of dollars are wasted in scarce health-care funding. Besides, millions of animal lives die or undergo excruciating pain and suffering when used in medical research experiments, and with the results often failing to effectively address pressing human health needs.

"The reason why I am against animal research is because it doesn't work, it has no scientific value and every good scientist knows that." - Dr. Robert Mendelsohn, M.D., 1986, Head of the Licensing Board for the State of Illinois, paediatrician & gynaecologist for 30 years, medical columnist & best-selling author, recipient of numerous awards for excellence in medicine.
The Alternatives

In 2007, the National Academy of Sciences in the United States identified the need for a fundamental paradigm shift in the way safety testing is carried out, envisioning “a not-so-distant future in which virtually all routine toxicity testing would be conducted in human cells or cell lines”. The approach—termed “Toxicology for the 21st century” or “Tox21”—involves uncovering exactly how chemicals disrupt normal human biological processes at the molecular and cellular levels, and then using state-of-the-art in-vitro, computational, and robotic tools to test for these disruptions and make predictions regarding real-world risks to people. European science leaders have also voiced their support for this approach as the way forward, and it is time that India’s scientific, corporate and regulatory communities joined the global Tox21 effort.

The 21st Century Approach

As safety testing is moving away from simply causing recognizable toxic effects in animals but without understanding the toxic pathways involved, so too should research shift its focus from creating artificial symptoms in animals and towards understanding underlying human “disease pathways”. Disease pathways based on gene, protein and cell networks can be researched using human cells and tissues in the test-tube, and will help explain the causes and consequences of illnesses as well as revealing potential for new therapies to emerge. For example, researchers are already studying schizophrenia using human neuron cells in culture, identifying completely new pathways and potential drug targets that had not been found in animal studies. The discovery of useful molecular signs or “biomarkers” will facilitate early diagnosis as well as the study of new drugs more safely in clinical trials.

“Systems biology”, which draws on recent developments in computer programming, can interpret and integrate complex data to provide knowledge at the physiological and whole-organism levels. This will be aided by data from safe clinical studies of patients, using modern tools including imaging and genetic analysis. Other computational modelling techniques will contribute key information about drug metabolism and likely effects in patients, as well as “virtual” clinical trials.

Advantages of the TOX21 Approach

- More relevant health risk assessments based on human biology - use of human cells eliminates uncertainties associated with species differences, and testing at environmentally relevant dose levels eliminates uncertainties encountered in high-dose animal experiments.
- Testing at higher speed and lower cost - already, for one-fifth of the cost of just one long-term cancer study in rats and mice, the U.S. National Institutes of Health Chemical Genomics Center can screen up to 1000 chemicals in 200 different robot-automated human cell and gene tests in as little as two weeks. These techniques can be applied to safety testing in all sectors.
- Broader coverage of substances, health effects, life stages and mixtures.
- Significantly reduced number of animals.

Real-world application and advantages of the Tox21 approach have already been illustrated in connection with the Gulf of Mexico oil spill in 2010. Shortly after the Deepwater Horizon rig began releasing billions of gallons of oil into the Gulf, the U.S. Environmental Protection Agency was called upon to determine the relative safety of oil dispersant chemicals being used. In just six weeks, the agency tested the substances in a series of high-throughput cell tests that probed a variety of biological pathways including endocrine disruption, and produced a report identifying the toxicity profiles of the dispersants.
Had these studies been conducted in animals, the testing and reporting would have taken years, and would likely have produced results no more conclusive than those obtained from the cell systems in a matter of weeks.

**How long will this paradigm shift take? How much will it cost?**

Europe and the United States have already begun to invest heavily in this research area, with collaborative research agreements being struck to maximize coordination, data sharing, and potential synergies. However, experts have estimated that a total investment on the order of $2 billion over 10 years may be needed to fully address the scientific challenges that lie ahead. This underscores the need for other national partners, such as India, to join the global Tox21 research effort.

**Reduction of Animals in Pesticide Testing**

Besides Drugs and Cosmetics, Pesticides are a major category of chemicals which are tested on animals for their safety and efficacy. Pesticides may be germ killers, weedicides, fungicides or any substance that may help to protect a crop or a plant. Pesticide testing includes testing through the oral, inhalation, and intubation routes along with other routes, with the testing lasting from a week to six months. Often, to test the safety of even a single pesticide, hundreds of animals such as rats, mice, dogs and monkeys are exposed to toxic doses of the pesticides. Humane Society International has worked extensively in Europe, U.S. and Canada to bring about change in the testing of pesticides with the use of the 3Rs i.e. Reduction, Refinement and Replacement.

Europe, in the recent past, has made considerable progress in reducing the number of animals used to test a new active substance by an unprecedented 40 to 50% compared to previous requirements — making it one of the largest one-time regulatory animal test reduction ever achieved. Whereas Europe was lagging behind 15-20 years in its regulation for safety assessment of pesticides, India’s regulation is as old as 45 years old. Obsolete, animal intensive experiments are still the mandate of the regulatory authority.

With India’s “Mutual Acceptance of Data” agreement with Organisation for Economic Co-operation and Development (OECD), there has been hope for the regulations to change including a considerable amount of reduction in the usage of animals. The Central Insecticide Board has formed a sub-committee to develop new protocols harmonizing OECD and EU guidelines for pesticide safety assessment in India. Humane Society International, along with The Federation of Indian Animal Protection Organisations (FIAPO) has worked with the Central Insecticide Board and has proposed technical amendments to various protocols requiring animal testing. A protocol guideline is still in its final stages and is yet to be approved. While the industry and the Humane Society International wait with bated breath for the new protocol for reduced use of animals come into application, the 45 year old testing protocol still mandates the safety assessment of pesticides in the country.

**Breakthroughs in Cosmetic Testing**

Notwithstanding the potential of long-term initiatives such as Tox21, there is also much that can be accomplished in the very near-term to replace unnecessary testing on animals. The European Union set a precedent in 2009 by prohibiting any form of animal testing on cosmetics within its borders. In March 2013, the EU is due to extend this ban to further prohibit the sale of cosmetics subject to new animal testing—whether of the finished product or any ingredient, no matter where in the world this testing has been carried out. Humane Society International (HSI) believes it is time for other countries to follow Europe’s example by introducing their own national bans on animal testing for cosmetic products and ingredients, as well as on the sale of products so tested.
Humane Research & Lifestyles

With the growing Indian market for cosmetic products, our country should progress towards a humane, cruelty-free approach towards testing of cosmetics. No animal should be made to suffer for the sake of beauty products. India’s standard for cosmetics continues to prescribe animal testing for new cosmetic ingredients, and makes it optional for manufacturers of other products to test them on animals, including manufacturers of international origin who come to India with a contract research facility. In India today, animals such as rabbits, mice and guinea pigs continue to have cosmetic chemicals dripped in their eyes, spread on their sensitive skin, and force-fed in massive doses.3

Companies such as LUSH, Lotus Herbals, Himalaya, Biotique, and others have taken a stand against animal-testing and are leaders in introducing cruelty-free products to the Indian market. However, it is for the citizens of our country to awaken to the reality of animal testing and call on politicians to ensure that all cosmetics sold in India are cruelty-free. The regulatory authorities of India must not wait for the world to change around it, but must come forward to play an active role in trying to change our own national policies and proceed towards humane science.

Humane Society International’s global Be Cruelty-Free campaign gives an opportunity to every citizen in the country to make a difference and raise a voice for a much needed and progressive change towards the ban of animal testing of cosmetics. Join HSI/India in our campaign to free the country of the suffering of those animals used in cosmetics by giving a missed call to 080-4931-1223 and by signing the pledge at hsi.org/becrueltyfree.

Africa is a vast continent whose inhabitants—both human and non-human—are experiencing the severe effects of climate change, which is predicted to rapidly worsen in the next few decades. If actions are not taken to mitigate the causes of climate change affecting the continent, which includes but is not limited to the rise in meat consumption, lack of preventive policies that protect African ecosystems, and, occasionally, the implementation of disastrous policies by African governments, the results could be catastrophic for those who call Africa home.

These measures (or lack thereof) have severe consequences for the environment. In their wake, methods such as factory farming and land-leasing, which are detrimental to the well-being of humans and non-human animals and their environment, have increased. These practices lead to food insecurity, water shortages, loss of biodiversity, and accelerated rates of extinction for plant and animal species—factors that are directly linked to the well-being of humans and non-human animals, as well as to the ecosystems upon which our survival depends.

Being concerned about all these issues, I decided to start IFA with Miss Seble Nebiyeloul, MHA in 2006. IFA is a non-profit corporation based in Houston, Texas, with an office in Addis Ababa, Ethiopia. Our mission is to improve the quality of life and health of both humans and non-human animals in Sub Saharan Africa. At IFA, I would say that we have embarked on a bold, comprehensive and holistic mission to promote and integrate human health, animal well-being/ethics, and protection of the environment.

We plan to do so by advancing the spread of veganism through various means, by implementing our green community village concept in rural Africa and by emphasizing the necessity of recognizing the interdependence and interconnectedness of all life.
Our organization has come a long way in the past few years, incorporating a variety of programs focused on improving the quality of life and health-care for communities in Africa. Our first foray into the protection of animals, however, began when we travelled to Ethiopia and learned about the huge number of suffering, homeless dogs that had been left abandoned on the streets of Addis Ababa. Emaciated, wounded, and sometimes carrying the rabies virus, these dogs had been left to survive on their own.

Witnessing this tragedy to both the dogs and the humans that lived around them, IFA immediately engaged local non-governmental organizations and local governments in Ethiopia in a campaign to efficiently spay and neuter homeless dogs in and around the city of Addis Ababa, the capital city. We also worked to provide as many vaccinations as possible for the most dangerous diseases, such as rabies and parvo-virus, and to educate the public about caring for their own dogs as well as using foster care and adoption programs to place some of the animals in good homes.

By 2009, our sustained efforts had helped us to execute several projects successfully. IFA had also grown into an efficient non-governmental organization with an emphasis on several inter-related projects aiding humans and non-human animals in Ethiopia. That spring, I led a team of four veterinarians, three dog-catchers, and four additional personnel from the Humane Society International and Best Friends Animal Society to Addis Ababa for a two-week training programme. Our goal was to train several Ethiopian veterinarians and dog-catchers on techniques to first catch stray dogs in Addis Ababa, then to spay/neuter and vaccinate the animals, and, finally, to release them.

By providing training to Ethiopian veterinarian doctors, rather than simply undertaking a short trip to spay, neuter, and vaccinate as many animals as we could within a limited period of time, we brought a more long-lasting, effective solution to a very large problem. The program, which was a pilot program, ran for nine months, with nearly 800 dogs vaccinated, spayed and neutered. The coalition (IFA, HSI and BF) supplied the surgical and medical equipment, and the city provided a newly constructed clinic for the project. We also prepared brochures, which were handed out to local Ethiopian citizens, detailing how to take proper care of their dogs. With six Ethiopian veterinarians trained on how to spay and neuter dogs and four dog-catchers experienced in properly catching stray dogs, the clinic thrived on the ability of local animal care providers to continually work to improve the situation of the animals and people around them.
As successful as these efforts were, by 2011, IFA had realized the need to remedy Ethiopia’s dire veterinary deficit by further means. We therefore embarked on a mission to establish a comprehensive, small-animal curriculum in the country’s schools—a program desperately needed, since most of the schools provided training only, or mainly, in large-animal veterinary care. To build this curriculum, IFA approached U.S. veterinary organizations who were already experienced in establishing small-animal curricula internationally. The Humane Society of the United States Veterinary Medical Association Field Services (HSVMA-FS) agreed to travel to Ethiopia to work with the Jimma University College of Agriculture and Veterinary Medicine (JUCAVM) in Jimma, Ethiopia. Each year, HSVMA-FS continues to travel to the university to teach spay and neuter surgery to students and faculty. Since 2011, they have made two trips and taught numerous veterinary students studying at JUCAVM the proper surgical techniques, so vital to aiding the local animal population.

In so many other ways, we have continually worked to inform people of the extent of animal suffering in Ethiopia, and to encourage a vegan diet as beneficial to both humans and animals. Over the years, IFA has regularly communicated and engaged with the Ethiopian Media in creating awareness about animal suffering through both print and electronic media, especially through Newspapers and television. I have also given talks on TV and given several radio interviews discussing the negative effects of the indiscriminate killing and chaining of dogs. We have also conducted at least two seminars on the subject of rabies prevention and the reduction of the number of homeless animals. To resolve this problem in the best way possible, we have spoken with the Ministry of Agriculture and the Addis Ababa Health Bureau about ways to prevent the spread of rabies, and have even presented our case to the President of the country, his Excellency Mr. Girma Wolde Giorgis.

IFA also recognizes the great benefits derived from working with fellow organizations in Africa who hold goals similar to our own. We have supported two vegetarian organizations—one in Togo and one in Ghana—through financial and material support, and will continue that aid in the future.
IFA also financially supported the 2nd West African Vegetarian Congress held in Accra, Ghana, organized by the International vegetarian Union (IVU) in 2009. We have disseminated over 1500 brochures on veganism to people in Ghana, Togo and Ethiopia, and provided books and videos to the vegetarian and vegan organizations of these three countries.

IFA was also instrumental in creating the first-ever Ethiopian Vegan Association, which has been recognized by the Government of Ethiopia as a charity. IFA has organized and conducted two major Vegan Conferences in Ethiopia. The second Conference, in which speakers from the USA, Ethiopia and Poland participated, was sponsored by A Well Fed World. Officials from various ministries, including the Ministry of Health, the Ministry of Agriculture, and the environmental protection agency were also invited and they too participated. These two conferences also involved students from Addis Ababa University, Ethiopian TV and radio stations, and a multitude of concerned individuals hoping for improvement in their country. I am happy to say that both TV channels in Ethiopia like Ethiopian TV, and a Maryland-based TV station (EBS) that broadcasts in the USA, in Africa, and in the Middle East, extensively interviewed me and the COO of IFA, in March 2012, on the subject of veganism.

Our challenges are many, and the struggle to change minds and hearts will not be easy. We live in an ever changing world where globalization has become a double-edged sword. On one hand, the ease of communication, inter-human commerce, and widespread exchange of ideas have had incredibly beneficial effects. On the other hand, the effects of globalization in creating unequal and unfair distribution of goods, information, and access to the marketplace have, and will continue to have, negative effects on humans and non-humans in Africa. It may appear that human suffering in Africa is so overwhelming that Africans simply don't care about non-human animals. Our experience at IFA tells us the opposite. The care and concern for non-human animals is well and alive, while the knowledge and means to care for them is still lacking.

The sheer number of individuals, organizations and institutions across Africa, who have contacted us to help them establish animal sanctuaries/shelters and promote veganism in their communities has been overwhelming—so much so, that we are considering creating an umbrella vegan organization under the stewardship of IFA to provide support to all vegan organizations across Africa. In all our efforts, we at IFA will continue to work diligently to promote the rights of humans and non-human animals to be treated with dignity and respect and to promote the rights of our mother earth against abuse. For more information about IFA and our Green Community Village Concept, please see www.ifundafrica.org.
In recent years, the concept of Corporate Social Responsibility (CSR) has gathered a tremendous amount of momentum in the strategic thinking of formal organizations. The expectations of shareholders are changing and most have clear views about the very nature of business they would like to support and the ethical dimensions that might be germane. Publicly listed organizations in particular are now required, by law as well as by investors, to give proof of a definite and sincere attempt to contribute to society above and beyond employment, products and services. New paradigms such as 'Ethics and Minimal Environmental Impact' are becoming prominent in the decision-making of a new generation of investors.

The internet and associated technologies have resulted in an almost-instantaneous dissemination of information, whether good or bad. It is becoming increasingly hard for organizations to keep information confidential; every action taken by them is examined carefully by outsiders from multiple perspectives. Given the steadily growing concerns about the over-exploitation of the planet, educated and knowledgeable investors would like to know how their money is being deployed by companies in a manner sensitive to their personal and ethical policies. Lately, we are seeing Governments suggesting the specific allocation of funds for CSR.

Generally speaking, CSR initiatives extend to Education, Pollution and Housing as a visible means to heighten a company's thinking in this sphere. However, an area that companies have not looked into much is Animal Welfare. At a philosophical level, it may be argued that humanity needs to co-exist with other life forms who have a claim on the earth and its resources. Population changes, differences in diets and material needs have had the effect of creating a disturbance. Some manifestations include the
much talked about Greenhousegas effect. Besides, the adverse environmental impacts of factory farms, the consumption of animal products may also cause the transmission of zoonotic diseases like bird flu, food poisoning as in Salmonella outbreaks and other deadly zoonotic diseases, all of which cause human suffering. Additionally, with India fast emerging as a hot-spot for the epidemic rise in heart disease, hypertension, stroke and diabetes, it is imperative that companies address the health concerns of their employees by encouraging humane food and lifestyle choices at the workplace. Thus, companies have to necessarily focus on animal welfare as the first step towards a more proactive human welfare agenda.

Theoretically, organizations may be grouped in logical ways calibrated by how they could be affected by animal welfare issues in one or more of the following ways:

- **Group A: Primary Usage**, where the business is directly driven by the demand for animal products. Products can be meat, milk, poultry and unprocessed leather.

- **Group B: Secondary usage** that involves transformation of the products derived from Group (a). This can include leather accessories, the processed food industry, gelatin, cosmetics, medicines and so on.

- **Group C: Tertiary usage**: the trading of animal products.

- **Group D: Laboratory use**: (for testing and subsequent certification)

- **Group E: Use in recreation**: equines, zoo animals and use of animals in movies and television.

- **Group F**: Role of animals as companions, siblings and as animal children for pet parents and pet grandparents.

- **Group G**: Use of animals in draught energy, transportation and on the farms in agriculture.

- **Group H**: Use of animals as part of cultural and religious beliefs – as in animal sacrifice rituals and also temple elephants.

- **Group I**: While not dealing directly with animal products, companies in this group may provide animal products to their employees, as food for example.

Given the heightened knowledge of animal welfare in society today, while acknowledging that animal usage cannot be removed outright, the onus of humane treatment of animals at every point of the value chain is on humankind.

**Animal Welfare is hinged on the five following pillars of expectations:**

1. **Freedom from Hunger and Thirst** - by ready access to fresh water and a diet to maintain full health and vigour.

2. **Freedom from Discomfort** - by providing an appropriate environment including shelter and a comfortable resting area.

3. **Freedom from Pain, Injury or Disease** - by prevention or rapid diagnosis and treatment.

4. **Freedom to Express Normal Behaviour** - by providing sufficient space, proper facilities and company of the animal's own kind.

*With India fast emerging as a hot-spot for the epidemic rise in heart disease, hypertension, stroke and diabetes, it is imperative that companies address the health concerns of their employees by encouraging humane food and lifestyle choices at the workplace*
5. Freedom from Fear and Distress - by ensuring conditions and treatment which avoid mental suffering.

As these concepts gain acceptance in society slowly, investors are likely to demand disclosures and certifications about the level of commitment to animal welfare. This has the potential to drive investor behaviour. Already, we see Financial Services firms offering Mutual Fund products that appeal to the value system of individual investors (religious, social etc.).

It is therefore imperative that companies pro-actively include Animal Welfare as an integral part of their CSR initiatives, which in themselves may be mandated to confirm to domestic and international laws. How then can an organization take incremental steps towards the inclusion of animal welfare considerations in their strategic thinking?

Here are some suggestions:

Step 1: Examine the legal environment that touches this subject and likely developments in that area.

Step 2: Reach out to Animal Welfare organizations to get briefed about the gamut of issues in existence.

Step 3: Include Animal Welfare as a visible component of a company's Annual CSR Programmes.

Step 4: Help companies examine their own business value chain and how animals are affected through the continuum.

Step 5: Work with NGOs and other certification bodies to set up metrics that are relevant to animal welfare. An example may include reduction in use of animal subjects in scientific experiments by a certain percent annually.

Step 6: Align CSR initiatives to their core business. For example, Dairies could consider ways to help in the welfare of non-productive cattle by setting up self-sustaining gaushalas, instead of tree-plantation and education.

For companies in Group (e) onwards, described earlier that are not engaged in the sale or use of any product of animal origin, it would be possible for them to take a giant leap forward to becoming a company with a policy that endorses the use of food products of plant origin and supports the use of animal free fabrics, footwear and also animal cruelty free cosmetics and other related lifestyle products. For such companies, the perspective would be more of animal rights, where the employees then connect with the fact that animals are sentient beings and the consumption of any product of animal origin is not essential to living a healthy life.

These steps, when announced, are likely to have a profound and positive impact on investor perception and brand enhancement. The new generation of workers are likely to have strong opinions about such matters and CSR initiatives in this area is also likely to be a powerful magnet for attracting talent. In summary, forward-thinking companies must aggressively place animal welfare issues on their CSR agendas.

“It is therefore imperative that companies pro-actively include Animal Welfare as an integral part of their CSR initiatives, which in themselves may be mandated to confirm to domestic and international laws.”

To my mind, the life of a lamb is no less precious than that of a human being. The more helpless the creature, the more that it is entitled to protection by man from the cruelty of man. ~ Mahatma Gandhi
By John Hicks, Founder & Chairman, International Animal Rescue, Goa

There is always room for improvement. The day we stop searching for improvements is the day we should give up and go home. It is this attitude that drives our centre and every member of our staff, from the most junior kennel staff to my most senior vets are told this. All my staff know I am delighted to listen to their ideas on how to improve things and how to make the centre more efficient and cost-effective. There is a sad attitude that prevails in that - management tends to think they are right and don’t stop to listen to their junior staff. However, it is the junior staff that does the hard work on a daily basis and they are the best ones to come forward with ideas if they are encouraged to do so. If the only positive thing that comes out of this article is to get Senior Managers to listen to their most junior staff then this article has not been a waste of my time.

As regards the design and running of a centre, there are a number of key issues that need to be seriously addressed. Obviously, the health of the animals has to be paramount and hygiene is vital. However, there is one other important issue that directly affects the psychological and physical health of the animals at the centre and that is STRESS! Stress can also directly affect the physiological health of the animals in that it can lead to the collapse of the immune system which makes the animal vulnerable to disease and delays the recovery of animals after surgery. Stress or fear is regretfully something we all have to inflict upon an animal in order to sterilize them or even while providing veterinary care for them. This fear or outright terror in many cases inflicts far more suffering on the animal than any veterinary procedure we may perform on it. There is no doubt in my mind that mental suffering is far worse than physical suffering. It is for this reason that we make the control of mental suffering a high priority on our list of key issues. Mental or psychological suffering can display itself in a number of ways including behavioural depression, stereotypic behavior (including self harm) and aggression. Every aspect of our work is constantly reviewed to see how we can reduce stress at every stage from the catching of an animal right round to the release of the animal. Once caught every animal is immediately put in a transport cage that has been brought as close to the point of capture as possible.
The quicker we can remove whatever form of physical restraint used to catch the animal the better. It then is transported to our centre in its own cage to avoid stress from fighting or the threat of injury from other more aggressive animals. On arrival at the centre, dogs and cats are carried to their kennel or cattery in these cages to avoid further stress and unnecessary handling. When dealing with animals in stressful situations there is one indispensable tool in our armory and that is something so many people find it amazingly hard to use, the human voice! Talking in a soft gentle voice can work wonders in calming an animal down but it astounds me how few people working with animals do it. The number of times I appeal to my staff for not using their voice to calm an animal is beyond my comprehension. Even most Vets fail badly in this elementary task! Thankfully by now all my Vets and virtually every member of our staff, including office staff, have learnt this important lesson but new staff still take an amazing amount of time to come to terms with this basic concept. When any staff member enters the kennels or cattery they are expected to talk to the animals. Just a brief kind word whilst passing their pen can work wonders. With badly traumatized animals we ensure a member of our staff sits with the animal to try and reassure it and calm it down.

Another important aspect aimed at reducing stress and making our lives easier is that in the time the animals are with us we try to ensure they become friendly so that on release they are not terrified when we approach them. Thankfully, substantial numbers of the animals we release actually come running to our staff when they see them as they know they will be given a treat. All our vehicles carry plastic containers with biscuits in, as this is good PR from the dogs point of view! We also employ staff to walk the dogs and are lucky in that we have also built up a well trained team of volunteers who help walk the dogs and sit with traumatized animals. It is amazing how all this helps.

To illustrate how effective our policy of befriending dogs is we have just been through our local village of Vagator and re-vaccinated all the street dogs. We vaccinated 41 dogs of which 39 came to our staff when called and only 2 had to be caught on the dog pole. The two that had to be caught were both easy to catch and settled down instantly without panic at being caught and wagged their tails when released having first been patted and made a fuss of. We even have a very simple tag system on all the cages to ensure that every dog gets walked and none that can be walked are missed. On every kennel there is a tag with red on one side and yellow on the other. Outside the kennel block we have a sign saying “Walking red” or “Walking yellow.” If it says red it means that every dog with a red tag needs walking and when the dog is walked the tag is turned over to the yellow side. Once there are no more red tags the sign outside the kennels is turned over to read “Walking Yellow” and so the whole process starts again.

In addition to the above we have other tags that are put on the kennel doors to indicate specific things. A red and black tag indicates that the animal is nervous or dangerous and that volunteers are not permitted to handle it or go in with it without specific permission. A blue and black tag indicates the dog cannot be walked because of a veterinary reason. Another tag indicates how much feed the animal is to be given or if it is not to be fed. All these are very simplistic but they make everyone's job easy which is what it should be all about. The biggest problem with any business is in ensuring that standards are maintained and this is even more vital when dealing with animals. It is a fact that we humans are basically lazy! If we can find a short cut that saves us effort then it is only human nature that we take it! Knowing this, it is vital that the management has a way of establishing where things are going wrong. To maintain standards at our Centre, I along with my staff have written a very detailed “Quality Manual.” This manual lays down clear and precise procedures for everything from catching a dog, to cleaning the kennels to even setting out what anesthetics are used for specific operations. Our accountancy policies are also written down, control of visitors and volunteers are stipulated, the disciplinary procedures are there, in fact every aspect of our operating procedures are minutely detailed. Armed with this information it is easy for myself, senior staff and section managers to check that everything is carried out in accordance with the “Quality Manual.” However this manual is not written in stone and it is constantly being updated and revised. The manual is very often the catalyst of change because whilst reviewing procedures we are constantly discussing with our staff if there is a better way of doing things. Which neatly brings me back to my very first point, NEVER ACCEPT THAT WHAT YOU ARE DOING IS RIGHT. THERE IS ALWAYS A BETTER WAY OF DOING IT.
Laparoscopic Neutering
Fast-Track ABC- A Review

By

V. M. Chariar, M V Sc,
Vet Surgeon & Laparoscopist, Academy for Vet Endosurgery, Thane

The Background

Stray dogs are a part of our urban reality. Communicable diseases, largely pitiful conditions and growing public resentment against them are an equally unfortunate part of this reality. Whilst there is no lack of caregivers with big hearts, rising dog population (owing to the high carrying capacity, tropical climate and financial constraints) does not help their cause. Without doubt, the need of the hour is for a stable, healthy population of street dogs who can peacefully co-exist with people. Efforts toward this end have thus far centered on sterilization.

This did seem like a humane, sensible alternative to the previous municipal practice of en-mass euthanasia by electrocution. Unfortunately, the time consumed in postoperative care; space and financial limitations severely hampered progress and raised serious questions about the long-term efficacy of surgical sterilization. Conventional surgical neutering that we undertake for individual patients in a clinical setting, extrapolated for multiple cases, has been in use for neutering dogs. However, the efficacy of this extrapolation is called into question when the population that needs sterilization in our no-kill tropical scenario runs into 50,000 dogs for a city of two million citizens (Reports put Mumbai Metropolitan Area's stray dog population at over 10,000,000).
In our tropical environment that supports outdoor life year round, the fertility and fecundity of the feral dogs sustained on freely available kitchen waste threatens to undercut the value of neutering performed at a slow pace. This poses a gritty challenge to our professionals and institutes as it straddles the apparently conflicting interests of animal welfare and public health. The need is for a strategy that upholds the best interests of animal welfare while at the same time delivers the numerical efficiency imperative to controlling dog populations in a time-bound manner. The call is to provide the speed demanded by public health while maximizing the safety sought by us as medical care-givers. Modern surgical technology looks to resolve this dilemma.

The Ground Reality

The WHO theorizes that large numbers of dogs need sterilization within the first 2-3 years for the neutering effort to achieve a negative growth rate. While several centres have been operating stray dogs in Mumbai over the last several years, the population is yet to stabilize. This may well be from the fact that the total number of dogs being operated is insufficient to make a dent on the explosive growth among un-operated dogs. We are inspired by the case of an impoverished ‘rural Bangladesh’ – innovating out of necessity to have the highest ratio of mobile phones to land-line telephones in the developing world. When adverse circumstances reveal conventional technique’s inadequacy, technology may prove as fundamental to progress as in first world countries.

The Thane City’s Stray Dog Sterilization Center

Located at Wagle Estate, it was set up in January 2004, with precisely this conviction in mind. The Centre uses laparoscopic surgery for neutering female dogs and conventional open castration for males. The centre has so far successfully performed 45,000 laparoscopic technology enabled neutering surgeries with two specially designed laparoscopic neutering centres. This has systematically addressed all doubts about the need for and cost-effectiveness of a technology-intensive solution inevitable in a developing country.

“The centre has so far successfully performed 45000 laparoscopic technology enabled neutering surgeries with two specially designed laparoscopic neutering centres”

“Laparoscopic neutering is a blood-less technique followed by suture-less closure, consuming no more than three kennel-days of stay”

The premise this centre has worked on has been that:

- Removal of 5-6 mm ovaries needs neither a 60+mm laparotomy incision nor a long period of post-operative incarceration.
- The team replaced open ovario-hysterectomy (OHE) for neutering bitches with laparoscopic ovariectomy (OVE) using three midline ports.
- Horizontal orientation of instruments using semi-recumbent position.
- Gravitational advantage of having viscera fall away to expose para-renal area.
- Infundibulotomy for oophorectomy.
- Replacement of suture ligation/clipping with mono-polar cautery.
- A blood-less technique followed by suture-less closure, consuming no more than three kennel-days of stay at the sterilization center.
Step by Step Guide to Laparoscopic Ovariectomy

Three 5 mm ports, mid-line placement.

Introduction of Veress needle

Inserting primary trocar and canula

Introducing telescope through canula

Introducing telescope through canula

Wound closure after laparoscopy
Training Centres of Excellence

Investment in laparoscopic instrumentation, video cameras, suction-irrigation and light systems may be too easily dismissed as an unaffordable luxury. The notable benefits are enumerated as under;

Patient benefits: Well documented patient benefits of reduced surgical trauma, reduced operative time, reduced morbidity and reduced pain are central to the rapid recovery, return to fitness and confidence for release of stray bitches neutered by laparoscopy.

Rapid turnover: The centre has 36 kennels and has operated 5080 dogs in a calendar year (A LIMCA National Record), amounting to fewer than 3 kennel days per dog. Stray bitches are released on the third day following surgery. This is in contrast to the much longer number of kennel days per dog undergoing conventional open neutering surgery (a typical 100 - 150 kennel centre operates a maximum of 3000 dogs in a calendar year). The certainty of wound healing from the mechanical stability of 5-mm puncture wound closures is a key factor in the success of this program.

The larger picture: Each kennel-day saved in a stray dog-neutering program is invaluable as feeding and management costs per animal are reduced and new animals can be sterilized sooner. Thus, in the longer term the one-time cost involved in providing for laparoscopic infrastructure is far more economical as compared to the consistently higher running costs of conventional surgery. This technique has been critically appraised by stringent peer-reviews at the European College of Veterinary Surgeons (ECVS) and acclaimed at the Lyon meeting of the ECVS, July 2005 of European Surgeons. The Animal Welfare Board of India, Ministry of Environment and Forests has also provided visionary impetus to this programme and disbursed grants for laparoscopic neutering.

Safety and speed: they are the keywords of the laparoscopic neutering program. To demonstrate the speed, safety and efficiency of laparoscopic surgery done by this technique, my team and I have successfully carried out 50 ‘Laparoscopic Spays’ in 8 hours, a LIMCA National feat. In that connection, we are documenting over 400 cases in a scientific study carried out in collaboration with the Department of Companion Animal Surgery, Utrecht University, Netherlands.

Broader applications: Laparoscopic technique has been adopted exclusively for a variety of procedures including elective neutering, crypt-orchidectomy, laparoscopy assisted retrieval of GI foreign bodies, diagnostic laparoscopy and biopsies (of liver, kidney, spleen, pancreas and intestine), vaginoscopy, adrenal and splenic evaluation, cystoscopy, copy-guided artificial insemination in prize bitches and oesophago-bronchoscopy.

The ‘technology gap’ appears to be closing between human and Vet surgery in India particularly in small animal surgery. Technology now reaches the veterinary profession sooner and there is a growing awareness amongst veterinarians about this new technique. The rising aspirations of these new age Vets coupled with awareness about laparoscopic advancements fuels the demand for training on this new technique.

There has been quick adoption and easy transformation to laparoscopic technique in the veterinary field because of the availability of training facilities. Training has helped build skills to the next level of competency and empowered new users to confidently use the technique. Besides, the availability of review courses and intensive training programmes help to review and refine one’s skills as well as increase the speed. Institutes like Madras Veterinary College, IVRI and other veterinary institutions of repute have pre-announced certification courses annually for aspiring veterinarians. Besides, the ‘Academy for Vet Endosurgery (AVE)’ at Thane, Maharashtra serves as a training ground for budding and prospective endoscopists to hone their skills. Bombay Veterinary College too is on the way to having a well-equipped Laparoscopy Teaching and Training Centre at the Parel campus. For veterinarians trained in the basics of surgical practice, it should take no more than four weeks of applying himself/herself in a professional training environment to become proficient with using endoscopy to carry out surgery and other invasive procedures.

Laparoscopy for neutering has now passed from the possible to the plausible, from being an optional and expensive choice into the realms of an affordable necessity. Besides the aforementioned benefits, it brings a sense of cohesiveness (between welfare interests and civic bodies) and decisiveness to the ABC-AR programme. The need to address fairly urban public health and animal welfare concerns, through ABC-AR programmes makes the use of laparoscopic technology imperative. (The Academy for Vet Endosurgery, Thane is supported by KARL STORZ)
New Ways to Count Dogs & Why it’s Vital to Carry out a Dog Census

By

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In India, much emphasis has not yet been laid on the most critical pre-requisite to implementing Animal Birth Control programmes namely – Dog Population Survey. As per the International Coalition for Animal Management (ICAM - www.icam-coalition.org) document, the three main reasons for surveying the roaming street dogs populations are:

• To assess the need for intervention. This usually involves comparing areas within a city or comparing different zones in a city in order to prioritize where intervention is needed. Areas with the greatest number or density of roaming dogs may be chosen as priority areas; however other factors (e.g. the frequency of complaints about dogs, or welfare problems experienced by dogs in certain areas) may also be important for prioritization.

• To plan an intervention. Counts of the roaming street dog population can be combined with questionnaire surveys to indicate what factors are most significant in maintaining the roaming street dog population and hence the type and size of intervention needed. This will dictate the resources required and may suggest targets that should be set to evaluate progress.

• To evaluate the intervention. Once an intervention is in progress, further surveys may be able to detect changes in the number of roaming street dogs and indicate, in combination with other factors such as bite incidence and disease prevalence in the street dog population, the effectiveness of the intervention.

Apart from the above, the survey findings form a baseline and periodic research can act as a comparison to indicate how effective an Animal Birth Control (ABC) Programme has been in meeting the objective of limiting the street dog population in the city. Budgetary forecasts depend on the survey findings and so do the staff strength and the infrastructure planning. In this article, I have restricted myself to explaining the technique that we have used in Ahmedabad and Srinagar to carry out an estimate of the street dog population. (for more information, please refer to the commonly used census techniques as listed on www.rabiesblueprint.com)
Questionnaire surveys can be used to establish the mean number of owned dogs per household and also understanding the dog:human ratio for that particular population surveyed. Since the total human population or number of households is generally known through national population censuses, an estimate of the owned dog population can then be extrapolated. These surveys can be conducted before, during or after campaigns. Households for interview must be selected randomly.

Methods are also available to assess the number of roaming dogs - i.e. both owned and unowned dogs, but not accompanied by an owner – such as indicator counts and capture-mark-recapture methods.

- **Indicator counts** which consist of counting dogs e.g. males, females and pups along selected representative routes. Counts can be repeated every year, at the same time of the year to evaluate changes in population over time, i.e. to assess if the number of dogs has increased or decreased.

- **Capture-mark-recapture methods (Lincoln Index or the Petersen Index)** consist of temporarily marking dogs, e.g. with a dye or distinctive collars, and then subsequently recording the proportion of marked individuals in the population during a “visual recapture” effort. From the number of dogs marked and the observed ratio of marked to unmarked dogs, the total number of street dogs is calculated. In this article emphasis will be given to the technique of capture-mark-recapture.

The mark and recapture method involves marking a number of individuals in a natural population, returning them to that population, and subsequently recapturing some of them as a basis for estimating the size of the population at the time of marking and release. It is based on the principle that if a proportion of the population was marked in some way, returned to the original population and then, after complete mixing, a second sample was taken, the proportion of marked individuals in the second sample would be the same as was marked initially in the total population.

\[
\frac{R \text{ (marked recaptures)}}{C \text{ (total in second sample)}} = \frac{M \text{ (marked initially)}}{N \text{ (total pop. Size)}}
\]

The accuracy of this method rests on a number of assumptions, including the following:

- During the interval between the preliminary marking period and the subsequent recapture period, nothing has happened to upset the proportions of marked to unmarked animals i.e. no new individuals were born or immigrated into the population, and none died or emigrated.

- The chances for each individual in the population to be caught are equal and constant for both the initial marking period and the recapture period. That is, marked individuals must not become either easier or more difficult to catch.

- Sufficient time must be allowed between the initial marking period and the recapture period for all marked individuals to be randomly dispersed throughout the population (so that assumption 2 above holds). However, the time period must not be so long that assumption 1 breaks down.

- Animals are not affected by their marks (i.e., their survival, catch ability, ability to migrate, reproductive ability in the time interval are all unaffected by the marks).

- Animals do not lose their marks.

Applying colours on street dogs can be simple but doing it within the selected area would be challenging if GPS is not used during the survey.

**How to use the Lincoln Index or Peterson Index Technique of counting street dogs along with “Sampling” Methodology for dog population survey in a city or town:**

**Step 1:** Divide the city/town that is to be studied into different wards/areas as per the geographical maps.

**Step 2:** Give alphabets (A B C D E depending on size of the city) to the ward randomly and make sure that adjacent wards are given different alphabets. Randomly select alphabets for the survey.
Step 3: The selected ward should be studied thoroughly before starting the survey. Get all the required maps of the selected ward/area and also take satellite picture from Google maps or similar applications.

Step 4: Start conducting the surveys one by one in selected wards/areas of the city.

Step 5: Use a colour sprayer to mark the dogs. Use motor bikes or other modes of transportation and move around as teams of two persons each to spray colours on the dogs in the selected area. The number of teams needed depends on size of the area although a group of four teams would be good for the coloring.

In a particular ward/area, an attempt must be made to colour the maximum number of dogs, whether in one round of the teams or more rounds within the same area. Make sure that teams do not colour dogs that are present outside the boundary of the ward. It is advisable to use GPS to make sure that the teams move only inside the selected ward/area. Note down the numbers of the coloured males and female street dogs, pups, lactating female dogs, unknown etc. in the street or geographical area marked for study.

Step 6: After completing the colouring, on the next day two different teams can start counting the dogs in the same ward/area that was painted by previous teams on the previous day.

Get the all data regarding the number of coloured male and female adult dogs, pups and lactating female dogs as well as the number of uncoloured male dogs and female dogs as well as pups and lactating female dogs

Step 7: Calculate the number of dogs in the area by applying the Lincoln index.

- **Population estimates** - this can be obtained by applying the formula as mentioned above. Once the population of roaming street dogs has been calculated for randomly selected areas of a city, it can be extrapolated through counts made in the sample, for example, the estimate done for a randomly selected sub-region can be applied to whole cities. These surveys when repeated over different time intervals in the same geographical can help to detect changes in the population of roaming street dogs.

- **Use of GPS** - the GPS phone can help us to count the dogs and track our survey activity as well as help us get the help of GPS maps to stay inside the ward/area and also to cover the whole ward/area. Use of GPS provides us perfect data of movement and speed during the survey. In Ahmedabad it was very helpful to mark the wards/area boundary and to access the perfect location of the wards. Doing a survey without using the GPS may create a lot of confusion, especially with reference to area division and road selection. It is very practical and easy to use by adding some applications into the mobile phones. At the same time we can monitor all the activity through the computer with the help of Google maps.

As far as civic bodies are concerned, they will have to take up this responsibility seriously and carry out periodic studies frequently using selected, motivated, dedicated and well trained individuals. Unless they recruit and train their staff engaged in doing dog counts well, the responsibility will have to be taken up by the agency undertaking the implementation of the ABC-AR programme. Animal Welfare Organizations in India are severely constrained in terms of financial resources. Therefore, unless support is given from the state governments to do these kinds of studies, carrying out long-term monitoring programmes in a sustained way would be a Herculean task to implement even to estimate the dog population for a single city. Therefore, it is imperative that once this baseline research has been carried out by an Animal Welfare Organization, that the AWOs maintain authentic and proper data to assess/measure the impact of their operations.
Animals have a voice. Dogs howl with loneliness when they are left chained up. Rabbits scream in agony when they are skinned alive to make fur coats. Elephants trumpet in fear when their handlers beat them. Animals have plenty to say. The problem is that too few people listen—and that’s where we come in. As people who are working to make the world a kinder place for all species, it’s our job to ensure that the animals’ voice is heard, loud and clear.

Luckily, we’ve never had more opportunities to speak up for animals than we do today, especially with the rise of the internet and online advocacy. With one simple blog post or an online action alert, we can educate and motivate millions of viewers to take action for animals. But harnessing the power of the internet for our cause requires more than merely creating a one-size-fits-all website or Facebook page. Truly effective online marketing requires strategy.

Let’s Get Personal

At PETA, embracing online advocacy has required us to shift our approach a bit. For other media – such as television and print outlets – we often rely on attention-grabbing stunts, shocking images and outrageous requests to win the public’s attention in a media-saturated world. For example, when PETA US asked ice cream maker Ben & Jerry’s to use human breast milk instead of cow’s milk, countless media outlets covered this “sensational” story. As a result, millions of people considered – perhaps for the first time – the animal suffering that goes into every pint of ice cream. However, with online marketing efforts, our primary goal should be not just to get attention, but to build relationships. There are dozens of ways to do this, but regardless of which routes we take, the key is to provide

Poorva Joshipura
Chief Executive Officer, PETA India
Vice-President, International Relations, PETA Foundation, UK

Poorva graduated magna cum laude from Old Dominion University in the US and has worked at PETA for 12 years. Working around the world, Poorva has gone undercover to investigate abattoirs and other facilities where animals are abused. She confined herself to a cage in Kenya to demonstrate the plight of chickens killed for meat and successfully stopped a US-based laboratory-animal supplier from expanding its business to Europe.

Now working in India and in the UK, Poorva has motivated young people to go vegan and convinced international retailers to take action to help animals abused for leather. She has encouraged businesses to drop inhumane products such as foie gras, which is made from the liver of force-fed ducks and geese. Poorva is welcomed as a regular guest on news shows, where she uses her charm and expertise to encourage audiences to take action to help stop cruelty to animals. Poorva can be contacted at PoorvaJ@peta.org.uk.
Online Advocacy

engaging and relevant content. If we give people an experience that makes an emotional impression -- whether we make them laugh, cry, blush or just say “aww” -- they will feel compelled to share our content with their friends and co-workers, make a donation, sign a petition, make an animal-friendly change in their lives and keep coming back for more. The stronger the emotion we evoke, the bigger the impact we will make.

Friends, ‘Likes’ and Tweets

On PETAIndia.com, we connect with visitors though fun contests and giveaways; online action alerts which allow people to send a message directly to a target with the click of a button; holiday e-cards; our Hottest Vegetarian competition, which people can enter and then compete to see who can get the most votes, and many other ways. We pay attention to what visitors do once they get to our site and use segmentation techniques to ensure that we’re reaching people with the message they are most likely to respond to, instead of bombarding them with information that may not interest them.

But now, more than ever, engaging people with relevant content and building relationships happens through social media – particularly the all-powerful Facebook and Twitter. These sites offer endless possibilities for connecting with celebrities, journalists, activists, donors and even people who may initially have only a passing interest in animals. PETA US captured the attention of all of these groups in one fell swoop when they took over fur-flaunting designer Donna Karan’s Facebook page, posting “Donna Karan Bunny Butcher” on the page’s wall.

As with Facebook, the possibilities for using Twitter to help animals are limited only by our imaginations. We can create petitions -- called “twititions” -- and post compelling images using twitpics. And we can achieve tremendous results by involving our celebrity supporters. On Canada Day, for example, PETA held a day of action encouraging Bollywood stars to tweet our action alert which invited people to write to the Canadian Prime Minister, asking him to stop Canada’s annual seal massacre. We made the action step as simple as clicking a button, and as Bollywood stars started tweeting about the issue, thousands of their fans tweeted and retweeted it as well, raising awareness and compassion among thousands of people in a single day.

Sometimes, an unusual approach can be highly effective in reaching an audience beyond our supporters. PETA US had been fighting NASA’s plans to irradiate squirrel monkeys in cruel experiments. They learned there was going to be a Twitter conference about marketing and customer service, and that a representative from NASA was scheduled to speak. Rather than interrupting the speaker when she took the stage – a tried and true tactic in the PETA campaign book – PETA US staffers held the first “virtual” disruption. A large screen was set up at the event to project the relevant Twitter feed. When NASA’s representative took the stage, PETA US staffers immediately tweeted information about NASA’s cruel monkey experiments and asked their supporters to retweet. It was not long before PETA US’ tweet had hundreds of retweets and became top tweet for that day. But even more exciting is that, thanks to this and many other actions, NASA canceled the experiments altogether!

Creativity Counts

Engaging with someone online is often as simple as getting him or her to leave a Facebook comment or retweet something we’ve posted. But it can be so much more. PETA US has learned that nothing draws people in the way online games do. Perhaps that’s not surprising, considering that more than 70% of the US population plays video games, and more than half play games online. Creating fun and clever games allows us to involve people who might not otherwise have any interest in animal issues, as well as to convey information that people might otherwise avoid because it is graphic or challenging.

PETA US had great success with this when they created a game to support their campaign to convince McDonalds to switch to a less cruel slaughter method for chickens. The result was New Super Chick Sisters, a legal parody of the New Super Mario Brothers game, in which a brave chicken mascot must rescue Princess
Pamela Anderson, who has been kidnapped by evil Ronald McDonald and his minions. The game’s humour and unique features (including a “reverse gravity” level and a “sea kitten” suit that allows the character to shoot hairballs) capture players’ attention, and throughout the game, characters talk about McDonald’s cruelty. About halfway through the game, after players are well-invested, a 30-second video about McDonald's cruel chicken slaughter methods cuts in to get the message across in a direct way. New Super Chick Sisters got 18 millions plays in about six months. That’s 18 million people who had an in-depth, engaging experience. They may have come for a fun game, but they also learned how chickens suffer for McDonalds and what they can do about it. After finishing the game, most players spent time on PETA.org, learning about PETA US “McCruelty” and other campaigns, and they shared the game with their friends, who then shared it with their friends, raising even more awareness. It pays to get creative!

Know Thine Audience

Whether we use games, give-aways or simply great content, it’s crucial for every animal protection group to know and cater to the demographics we want to reach. For example, in addition to our main site, PETA launched a youth program called petaDishoom, which reaches out to people between the ages of 13 and 24. PetaDishoom partners with celebrity volunteers who matter to young people, runs contests for prizes like concert tickets and brand merchandise and uses the magic word “free” to drive new people to the site and invite them to sign up for our e-mail updates about campaigns and issues.

Using these tactics helps us reach young people who are not already animal rights activists. People come to our site because they like a brand we've worked with. They watch our interviews because they care about what a celebrity has to say. They enter our contests and sign up for our e-news because they want to see more of our work with their favourite stars. Over time they learn more, and many decide to go vegan, go fur-free or join our Street Team. Now, in India, we have tens of thousands of young people signed up with us to get active for animal rights on their college campuses and in their communities.

PETA US adopted the same strategy to reach people who are a bit older than the average PETA.org visitor. PETA Prime was born to engage more deeply with baby boomers, whom research shows are embracing blogs and social media in droves. People in this generation also comprise PETA US’ biggest donor segment, so they were ripe for some special treatment. By researching what matters to this age group, PETA US was able to tailor a site specifically to their needs and interests, with topics including health, family and friends (including animal companions!), travel, home and garden and money. Authenticity is important for establishing trust and credibility, so PETA Prime’s content is written by a different group of people, including PETA US members.

The strategy that drives both petaDishoom and PETA Prime is exactly the same: We cultivate a relationship with visitors that cause them to invest in our issues and, hopefully, take action. We do this by speaking their language, sharing information that is relevant and interesting to them and making it easy and fun to get involved.

Animal protection organizations may not have the billion-dollar advertising budgets of fast-food restaurants and other animal-harming corporations. But what we do have in spades is passion, motivation and creativity. By using the tools at our disposal, including websites and social media, we can turn up the volume of the animals’ cries -- and our cause -- until they are impossible to ignore.

About PETA India - Based in Mumbai, the organization campaigns throughout the country with strong support from celebrities and volunteers. Some recent victories the group helped achieve include the phasing out of animal dissection and experimentation at colleges and universities; bulls being banned in performances; and the All India Institute of Medical Sciences agreeing to make significant improvements in the care of animals in its laboratories, including the release of numerous monkeys for rehabilitation.

New Super Chick Sisters got 18 millions plays in about six months.

That’s 18 million people who had an in-depth, engaging experience.

They may have come for a fun game, but they also learned how chickens suffer for McDonalds and what they can do about it.
JFAPPO – Fruits of Collaboration

By
Abhishek Singh,
Founding Member, Angeleyes, Jaipur

Abhishek Singh is one of the founding members of Angeleyes. He is deeply committed to protecting the welfare of animals by creating awareness and helping with rescues and adoptions, especially of Indian breeds of dogs. He may be contacted at abhisheksinghnan@gmail.com

I am happy to share my experience, and hope that it could be of use to many who are working in the domain of animal welfare. JFAPPO refers to the Jaipur Federation of Animal Protection Organizations and includes all the animal welfare organizations – both registered and unregistered in Jaipur who have come forward to support the mission and objectives of FIAPPO. JFAPPO represents a network of eleven organizations in Jaipur and includes - Help in Suffering, Raksha, Angel Eyes, Aashary, Raw, Sewa Samarpan, Leaf India, Tourism and Wildlife Society of India, PAL and Saviours. I am happy to say that in Jaipur, we have many dedicated individuals working in different organizations and our coming together has helped us to share, learn, support and inspire one another in many different ways.

Our approach includes:

- Prevention (includes rescue cases)
- Cure (treatment of sick and injured animals)
- Awareness (with its outreach methods of working)

Though members of JFAPPO have been networking and working together for more than a year now, it is only six months ago that we decided to form JFAPPO, as the united voice of the animal welfare movement in Jaipur. Recognizing that the strength of the collective is always greater than the sum of individuals, JFAPPO was formed. All the organizations had a different way of working and had their own limitations, strengths and potentials. However, we all agreed to one point and that was, “let us discuss and work”.

If we are asked as to what could be the guidelines, from our experience we have jotted down the following:

- **Come together on a platform** - JFAPPO has provided us the same.
- **Have a structured approach** - we hold regular meetings once a month, have a format of working that would include conducting Training Programmes, Workshops and other group activities. Besides, we also have
regular follow-ups on activities and discussions are shared with each of the organizations in the JFAPO network through email. JFAPO is the local mailing domain that has now become more than a connection, it has become a regular feature in each of the organization's toolkit.

- **Information dissemination within the groups** - thanks a lot to the FIAPo webspace, we get to know about animal welfare issues as well as animal rights issues regionally and nationally.

- **Mutual consensus, projects and activities are preceded with debates and discussion** - list of upcoming activities and their working is charted out in advance. Committees and sub-groups are formed from the existing groups who are interested in taking up a particular activity, for instance, for the pet shop audit, a group was formed for auditing the pet shops on their way of working, maintenance of hygiene and other details. AWOS, when they come together must recognize the value of each others' opinion, time and effort. It is likely that they will be at different levels of potential, skills and strengths, the reason for coming together is two fold – to make a more powerful impact externally on the animal welfare condition in society and secondly to learn, inspire, empower and complement each others' strengths and capabilities.

- **Supporting each other is essential** - there are organizations which are working for animal healthcare and treatment, some are doing excellent job in intervention of cruelty cases or rescues, while others are working on awareness generation. All of them have their own way of working, when they have successful networking and they start to learn from each other, the effectiveness and impact of the job increases manifold times. For instance, if an organization gets a rescue call from the other end of the city then, the call might as well get transferred to another person/organization saving considerable time and energy as well as ensuring that rescues happen effectively.

At JFAPO, we believe that the best way to motivate, inspire, and to make learning happen is through hands-on experience. The activities that we carry out are all need based and emerge out of mutual discussions and spell a solution oriented approach, whether it is tackling issues of animal healthcare, neglect or cruelty in any form. Fellow members after discussion come to a consensus on issues that need to be taken up. Once we decide on a particular course of action, we then formulate a plan of action so that we can meet our objective. So far we have been able to get significant results by working together, which results in outcomes with much higher impact.

**Some of the issues that JFAPO has addressed include the following:**

- **Save the Cow Campaign** – Jaipur city, as is true with other cities, has also become a dumping ground of garbage strewn around by citizens due to carelessness. The issue of waste management is a serious threat to Jaipur's flora and fauna, and the cows are very severely affected.

  We took this issue up in the meetings, devised a way forward and I am pleased to say that Angel Eyes and Raksha have taken up awareness programmes in schools and have also carried out community outreach programmes. So far, we have reached out to over twenty schools, and also participated in social gatherings and other places for large scale, public awareness campaigns. One of our groups Raksha has also taken up “The Plastic Cow Campaign”.

- **Demonstrations** – We find that demonstrations are a good way to make people aware of important animal welfare issues. To give an example, a demonstration was carried out by 'PAL' on Vegetarian Day, a concept started by them, to create awareness about the adverse effects of consuming non-vegetarian foods. The demonstration was done at the busiest places in Jaipur, depicting the inhumanity of this food choice through costumes and conceptual ideas. The second demonstration was done to promote adoption of Indian breeds of dogs as pets.
Water Bowl Project – Another unique project which has been quite successful has been the Water Bowl Project. With the advent of summer, we all decided to have water bowls installed for birds and smaller animals. The project had made good headway as far as the local involvement and strengthening the group is concerned.

We picked one locality at a time, a member group would be selected who would also facilitate the same. We also got the local involvement of the community, specially the Secretary and President of Resident Welfare Associations. We would go to people's houses, call them to place the water bowls themselves and then we would fix them up with cement. With the hands-on experience and especially by involving them, people in the community became very keen and enthusiastic about the whole activity.

Pet Shop Audit – Recognizing that there was an increasing number of pet breeders throughout the city who were not following the norms, as set by the JMC (Jaipur Municipal Corporation), a team was selected from the members, wherein one NGO and other interested individuals had formed a team to conduct audits on the big dog breeding houses in Jaipur. It was found that most of the dog breeders had not registered the pups with 'KCI'. Many of the pups had been bred in dog breeding centres in Punjab (where it is likely that no care is taken to ensure that in-breeding is prevented). It was also noted that in some of the centres, the hygiene was very poor, with the cages not cleaned and inadequate space being provided.

Dog Adoption Day - To promote the Indian breeds, we had organized a 'Dog Adoption Day' event in association with 'Help in Suffering'. As part of the programme, students were taken to visit the 'Help in Suffering' shelter where they were shown pups of different ages available for adoption.

Movie Screening - We find screening films a very effective way to create awareness about animal welfare as well as environmental issues.

Workshops and Training Programmes – JFAPO has conducted Workshops on various occasions for NGOs and individuals interested in building their skills.

Animal treatment / First-Aid - This very useful workshop was conducted by Erica Abrams and daughter Claire, Co-founders of Animal Aid Unlimited, Udaipur. The workshop talked about their own experience about first-aid and animal care, fund generation for their shelter and similar issues.

Organization Management – Sudhir, working as a Consultant with one of the biggest equipment leasing firms in US, had come to Jaipur to conduct this workshop. The workshop was an eye-opener to a lot of NGOs working here and was focused on making the organizations more effective and helping them to function in a more professional manner.

Media Training – This workshop conducted by Khushboo Gupta focused on understanding the media, building communication skills with the media and best ways to reach out to the masses.

These were some of the activities that we have done so far. I do hope that with the sharing of our experience, of how we started and some of the benefits of working together, AWOs in other cities in India will feel motivated to come forward and start their own local FIAPO chapters.
Milk is not a milk.

Cows that cannot give milk are killed.

Million Dairy Cattle... For India's 115 Million Calves, deprived of milk & slaughtered for meat.

New born male calves, separated from their mothers are deprived of milk & slaughtered for meat.

A continuous cycle of suffering, pain, life & death.

Photocredits: PETA India and Blue Cross of Hyderabad.

The cycle of pain, from milk to meat.
The Animal Welfare Board of India is an umbrella of the SPCAs/AWOS and Animal Welfare Workers. It encourages Animal Welfare activities, advises Central and State Governments and other local bodies on matters relating to Animal Welfare and Prevention of Cruelty to Animals and also helps to formulate Animal Welfare Policies / Legislations.