

>>> HARMONIOUS NARRATIVES <<<



OUR VERY FIRST EDITION!

**It's not just about animals,
but also about us.**

MAKE AN IMPACT WITH US



THE GRAVITY OF THE PROBLEM



- The Food and Agriculture Organization of the United Nations (**FAO**) estimates that the global livestock sector is responsible for approximately **14.5%** of all human-induced **greenhouse gas emissions**. The predominant GHG from animal agriculture is **Methane**, which **represents 50% of all animal emissions** (direct + indirect) and **92% of direct animal emissions** (FAO 2017).
- The World Wildlife Fund (**WWF**) estimates that **agriculture** is responsible for about **80% of deforestation** worldwide, and converting forests into grazing land or cropland for animal feed is a significant driver of this deforestation.
- **Water scarcity** is exacerbated in many areas due to the extensive water needs of animal agriculture. Globally, **agriculture is the biggest user** of freshwater. **Feed crops** alone account for **20%** of **global freshwater expenditure**.

DID YOU KNOW?

Alternative proteins can:

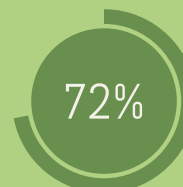
Reduce land need by



Lower GHG emissions by



Reduce water use by



INDIA ANIMAL FUND

A BACKBONE ORGANISATION

20+ **NGO partners**

15+ **projects**

DONORS

NGOs



INDIA
ANIMAL
FUND



>>> CPHMS

Centre for Predictive Human Model Systems is **India's first science and policy think-tank** established by the Atal Incubation Centre–Centre for Cellular and Molecular Biology (**AIC-CCMB**), in collaboration with the Humane Society International, India (**HSI**) in 2019. Increasing evidence suggests animal research is ethically, scientifically and economically flawed, more so in the domain of drug discovery. The Centre enables and promotes the development of 21st-century human-relevant models such as Micro Physiological Systems (MPS) and Computational Biology for biomedical research in India.

CPHMS conducts webinars for the scientific community and has brought in several publications such as this **white paper** and more, with the objective of offering phenomenal insights into predicting human drug responses.

>>> VEGAN OUTREACH

Vegan Outreach is a 501c3 nonprofit organisation **working to end violence towards animals**. Vegan Outreach focuses on reaching the people, who are motivated enough to make changes now. By promoting the **10 Weeks to Vegan** guided challenge, Vegan Outreach currently engages over **100,000 people** per year. The organisation actively promotes this challenge in over **50 countries**, and in multiple languages. In India, Vegan Outreach goes to hundreds of colleges and universities to share the benefits of adopting a vegan diet by conducting webinars and offline outreach activities. More than **150,000 students** have signed up for the 10 Weeks to Vegan programme from **2,600+ colleges**.



10 WEEKS ONLY!



Looking for a flavourful and healthy vegan starter that packs a punch of protein? Look no further than this delicious Vegan Tofu Tikka recipe! With a marinade of aromatic spices and a smoky char from the grill, these tofu tikka skewers are sure to impress. [Know more here](#)

»»» HUMANE SOCIETY INTERNATIONAL INDIA

The **model district programme** is a **comprehensive and collaborative intervention** that aims to create exemplary districts in India wherein animals are treated with respect and compassion, **with the backing of the government machinery**. The initiative aims to develop all infrastructure as mandated by law in a state: an effective **SPCA, SAWB, ABC monitoring committee**, etc. This is done by working with government and private stakeholders.

With IAF's support, **Humane Society International/India** leads the model district programme in three districts in West Bengal: Kolkata, North 24 Parganas and Darjeeling.

PEOPLE FOR ANIMALS UTTARAKHAND

The animal protection movement in India requires trained professionals who can become animal protection leaders across states and districts.

The Ahimsa Fellowship programme aims at creating a network of effective animal protection leaders adept at working closely with state governments and district administrations to enforce animal protection laws in India. Check out more [here](#)

PEOPLE FOR ANIMALS PUBLIC POLICY FOUNDATION

Working animals have been integral to India's history and development for centuries. They have aided in farming, ploughing fields, transporting goods, and providing mobility in remote areas, among so many other tasks. Bullocks, horses, camels, elephants, and even donkeys have been essential contributors to various sectors of the Indian economy. Their contribution is deeply rooted in the culture and traditions of the country.

**Help Us In Ending
The Silent Suffering Of Working Animals!**



**Dr Asher Jesudoss, Director
People For Animals (PFA) Public Policy Foundation**



BUILDING A MODEL DISTRICT FOR ANIMALS

➤➤➤ FEDERATION OF INDIAN ANIMAL PROTECTION ORGANISATIONS (FIAPO) IS INDIA'S APEX ANIMAL PROTECTION ORGANIZATION

In late 2022, FIAPO started its model district programme in Bathinda, Punjab. The programme aimed at putting in place structural mechanisms for animal protection, starting with the **revival of the SPCA** (Society for Prevention of Cruelty to Animals) in **Bathinda**, and working to create a district that is responsive to the needs of animals.

In the past year, the SPCA has been reconstituted and is now actively functioning. **Animal Birth Control (ABC)**, which was not being conducted in Bathinda for many years, has **restarted**. A budget of Rs 85 lakh was sanctioned for sterilising 5,200 street dogs in Bathinda, with the ABC programme undertaken by The Care for Animals and Society, Madhya Pradesh. An Animal Birth Control Monitoring Committee has been formed and is regularly conducting inspections of the sterilisation programme. Bathinda has also started **registration of pet dogs** and is conducting a **campaign to make the public aware** of the need to register companion animals. The state has also made available funds to revamp polyclinics in Bathinda and other districts.

Bathinda is one of two districts chosen for a pilot project to make the city **free of stray cattle**. The model district programme also aims to build **awareness among the police, judiciary** and the **public** on **animal welfare** and **rights**.





TOWARDS A HEALTHIER LIFE...

A CASE STUDY

»»» PAN INDIA

THE PHYSICIANS ASSOCIATION FOR NUTRITION INDIA (PAN INDIA) WAS ESTABLISHED IN 2022 AS PART OF THE PAN INTERNATIONAL NETWORK WITH THE MISSION TO INTEGRATE NUTRITION-SPECIFIC INTERVENTIONS INTO HEALTH SYSTEMS IN INDIA.

Over the past few years, the **popularity of plant-based meat alternatives** has soared, particularly among those seeking to eat more sustainably. Compared to animal-based products, the production of plant-based meat requires significantly fewer resources. Consequently, a growing number of people seeking to decrease their meat consumption are embracing plant-based burgers and sausages that offer comparable taste, cooking, and convenience to their meat counterparts.

To address common concerns surrounding plant-based meat products, the most recent and relevant scientific literature has been considered. This report by PAN India delves into questions such as whether plant-based meat is considered ultra-processed, its overall nutritional quality and adequacy as a source of micronutrients, its suitability for children, and the comparison with traditional meat products.

All the studies assessing plant-based meat nutrient content showed a wide variation of nutrient content within the same product category. For example, often on the same supermarket shelf, it is possible to find soya-based sausages with very low salt content and a similar product with very high salt content from another brand.

Position Paper on Plant-Based Meat Products

READ MORE



➤➤➤ MERCY FOR ANIMALS TELLS YOU HOW!

Mercy For Animals are on the front lines fighting to protect farmed animals: from factory farms to corporate boardrooms, courts of justice to courts of public opinion, Mercy For Animals is there to speak up against cruelty and for compassion. Chickens, goats, cows, fish, and pigs are smart and unique individuals just like the dogs and cats we share our homes with, but behind the closed doors of modern farms they endure brutal cruelty. Most spend their entire lives in dark, crowded, waste-filled sheds. Some are locked in cages so small they can barely turn around. Because many animal cruelty laws do not protect them, farmed animals are often beaten, mutilated, and painfully slaughtered. Together, we can expose and end this abuse. Join us in helping protect farmed animals by inspiring compassionate food choices and policies. **Know How!**

➤➤➤ THE VEGANUARY 31-DAY CHALLENGE!



Want to make your business or workplace healthier, happier, and help the planet? The Veganuary Workplace Challenge is a fun way to do all of this and more! Encourage your staff to try a plant-based (vegan) diet for one month, with huge pay-off! Plant-based diets have been shown to provide health benefits including increased energy levels (good for productivity!), lower cholesterol levels, lower blood pressure, and reduced risk of many lifestyle diseases. Your team will receive all the guidance they need to try plant based, including free meal plans, cookbook, starter kit, podcasts and YouTube series, and more when they **sign up!**

Veganuary is a global non-profit organization that encourages people worldwide to try vegan for January and beyond. Veganuary's mission is to inspire and support people to try vegan, drive corporate change, and create a global mass-movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health. Started in 2014, Veganuary is officially present in 8 countries including India. In 2023, 100 Indian businesses participated with special offers, new product launches, Veganuary special menus and Veganuary Workplace activations. With its catchy desi content, celeb supporters, corporate partnerships and more, Veganuary is expanding in India.



AN INTERVIEW WITH GAURI MULEKHI

FOUNDER

People For Animals
Uttarakhand
PFA UK



What served as your inspiration to do pioneering work in the field of animal welfare?

My dedication towards advocating for non-human species is rooted in a deep-seated desire for justice and equity. Animals, whether they are farm animals, companion pets, or wildlife, often endure hardships and injustices.

According to you, what is the biggest challenge that the animal welfare domain faces?

While a minority knowingly subject animals to direct cruelty for their economic gain, a vast majority of individuals inadvertently contribute to this issue due to a lack of awareness, indifference, or for the sake of convenience. In a country that holds cattle in high regard, millions of consumers inadvertently subject India's cattle to lives filled with suffering. Similarly, those seeking the most affordable eggs inadvertently drive producers to confine countless hens within cramped battery cages, depriving them of the opportunity to stand upright or ever spread their wings throughout their entire lives.

Can you innumerate some key milestones achieved in this domain, over the past few years?

In recent years, there have been notable strides towards achieving justice for animals and preventing their mistreatment. It is gratifying to have played a role in shaping improved policies concerning poultry birds and dairy cattle. However, there remains much work to be done, and this is an ongoing endeavour. The regulation of the animal trade is now underway, and we are actively supporting state governments in this critical task. A deeper appreciation of the importance of animal welfare, as well as recognising its broader societal implications, is gradually taking root within both the Central and State governments of India. This progress is resulting in more enlightened policies not only at the national level but also at the local authority level, benefitting working animals, dairy practices, and more.

“The pursuit of animal welfare and rights is not a solitary journey but a collective responsibility.”

How important is the role of corporates in serving the cause of animal rights and welfare?

The role of corporates in animal welfare is significant and has the potential to bring about substantial and sustained changes for animals. This can be achieved through the refinement of procurement policies and ensuring that ethical practices are promoted among suppliers. Corporates can influence consumer choices by offering and promoting cruelty-free products. They can lead research and innovation for alternative and sustainable food which does not require to be sourced from animals. Corporates can especially promote animal welfare through philanthropy and corporate social responsibility.

Any message you wish to leave for the reader?

The pursuit of animal welfare and rights is not a solitary journey but a collective responsibility. Every action we take, every choice we make, ripples through the web of life. By being mindful in our choices of diet, clothing and other commodities, we can enrich our own lives in infinite ways and improve our environment, our health and the moral fibre of our societies.



SUPPORT: Provide urgent care and food for ill and injured working animals

How do you see the role of youth in bringing about much-needed change for animals?

The role of youth in animal welfare is undeniably pivotal and holds the promise of a more compassionate and sustainable future for our fellow creatures. Young people bring fresh perspectives, boundless energy, and an inherent sense of empathy to the cause of animal welfare. They can leverage their superior digital skills and social media platforms to raise awareness about the issues animals face, mobilize support for campaigns, and advocate for ethical treatment. Youth involvement is essential in pushing for legislative changes, ethical consumer choices, and fostering a culture of respect for all species. As they grow into leaders of tomorrow, their commitment to animal welfare can shape policies, practices, and attitudes that prioritize the well-being of animals, ultimately creating a world where animals are treated with the compassion and dignity they deserve.

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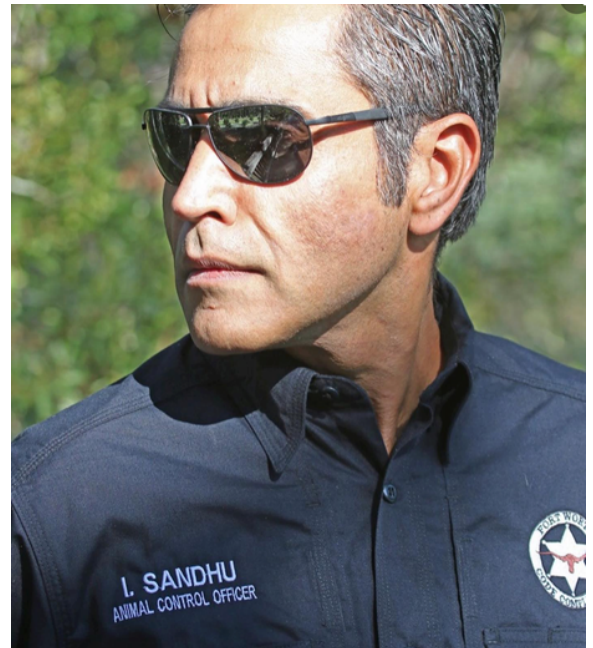


»»» INDER (PEEDU'S PEOPLE)

Inder is a Mechanical Design Engineer with 18-year career in the United States, who made a compassionate decision to leave his profession behind and dedicate his efforts towards helping animals. He worked as an Animal Control Officer and at the Local Rabies Control Authority (LRCA) to understand that a mix of para-police agencies like Animal Control, Good Bite and Rabies Management is the key.

He dedicated himself to preventing cruelty towards animals while working as an Animal Cruelty Prevention officer in Texas. Inspired to continue this important work in India, he moved back in 2016 and has been tirelessly working with AWBI and the Chandigarh Administration to achieve the same goals here.

Rabies prevention and cruelty prevention go hand in hand, requiring a combination of effective law enforcement and raising awareness among adults and children. This crucial mission has been the core focus of the NGO he founded in 2016, called Peedu's People.



CO-FOUNDER

Inder Sandhu

»»» PRAYAS



FOUNDER

Darshan Desai

Since 2005, through rescue, treatment, adoptions, awareness, outreach, education programs, advocacy and dedicated campaigns, the movement has touched the life of over 2,25,000 animals, birds and reptiles.

With over 550 active volunteers in the movement, Prayas has been instrumental in training over 900 people for the technical rescue of animals and birds and over 300 people for snake and reptile rescue.

They have developed a unique rescue management system called RESQUARK and have also developed instruments and equipment (required during rescue), that are being used all over India by NGOs, government departments, and other establishments.

The first ever 360 degrees organisation is actively working for homeless animals, runs a hospital, adoption and rehabilitation shelter, has 2 ambulances, 7 bike ambulances and a team of 300 active volunteers in the city, honoring over 70 distress calls every day.

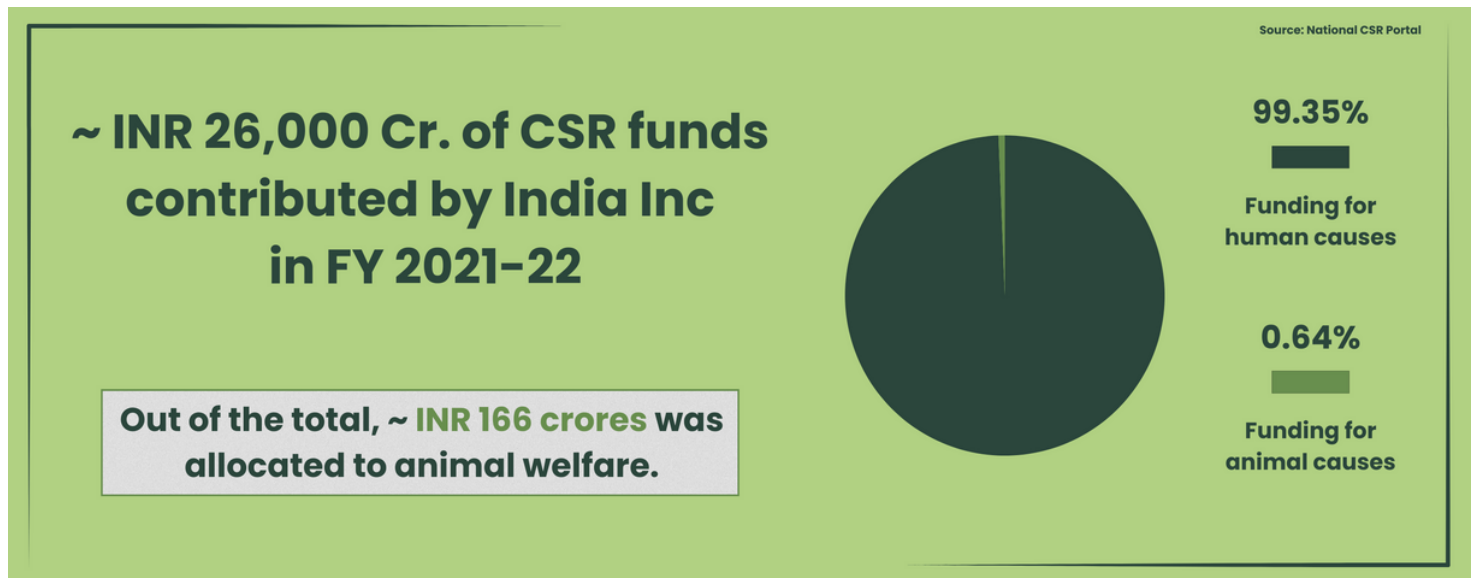
HOW CAN YOU JOIN THE MOVEMENT



>>> INTERNSHIPS

if you are passionate about the cause of animals, and want to be an Ambassador of Change, here is your chance. At India Animal Fund, we are looking forward to welcome interns, who wish to learn more about the animal welfare domain, explore and apply their skill sets for the greater good, have the will to unlearn and learn consistently and diligently. If you want to apply for the position of an intern, write to: sarah@indiaanimalfund.org.

>>> CORPORATE ENGAGEMENTS



When you align your organisation with animal charities, you demonstrate a commitment to empathy, care, and respect for all beings. This can boost your corporate reputation, strengthen employee morale, and set your company apart from the competition. Plus, it's a chance to directly contribute to causes that matter deeply to you and your stakeholders. We look forward to welcoming companies for corporate engagements like volunteering / mentorship / employee giving and CSR funding. Kindly send an expression of interest to: sandeep@indiaanimalfund.org, and we will get back to you with a deck full of options.



SUPPORT



DONATE



THANK YOU!

As we conclude our first edition, we extend our deepest gratitude to each reader and supporter who shares our vision for a more compassionate world. Your dedication to our cause empowers us to drive change.

Together, we're not just advocating for animal justice, we're pioneering a movement that impacts human health, environmental balance, and the well-being of every being we share this planet with. Your support is invaluable in our collective journey towards a more ethical and harmonious future.

Thank you for standing by us and being an integral part of the India Animal Fund family.



www.indiaanimalfund.org

MAKE AN IMPACT WITH US



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