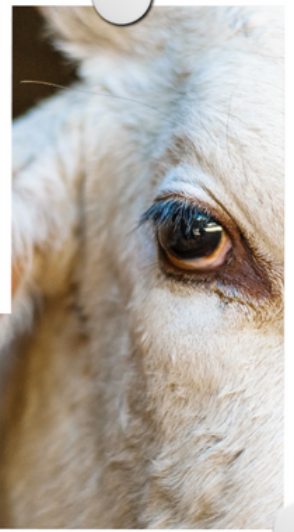
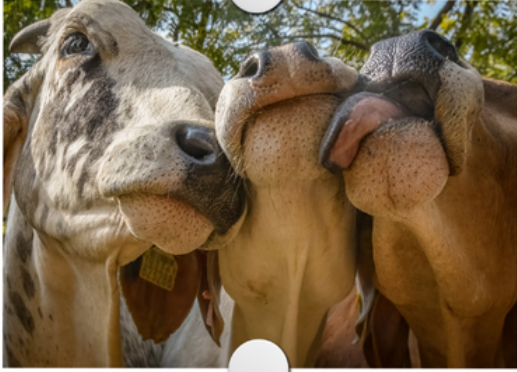


Let's make a difference, together!

Philanthropic  
Initiatives  
for Animals



*Freedom  
For  
All*



INDIA  
ANIMAL  
FUND



[www.indiaanimalfund.org](http://www.indiaanimalfund.org)

## WHAT'S INSIDE?

Who We Are | Impact

Food For Thought

Project Highlights

Advocacy | Partner Spotlight

Partners across the globe

Our Initiatives

Join the movement

## WHO WE ARE

### LEARN ABOUT US

India Animal Fund (IAF) is a backbone organisation, bringing to the same table people with means, organisations with project execution capabilities, and causes that have to be addressed with speed, and at scale.

IAF was launched on NDTV by Dr. Pranoy Roy, on the 30th of October 2022.

## WHAT WE DO

### OUR INTERVENTIONS

#### AWARENESS

We work on raising awareness and provide solutions with our partners.

#### CAPITAL

We raise funds to fund interventions at a large scale.

#### TALENT

We continue to attract and retain talent with a diverse skill-set and passion for the cause.

#### POLICY

We influence state policy by closely working with our partners.

## OUR IMPACT

**20+**

NGO Partners

**15+**

Projects

“  
Powering The  
Next Frontier Of  
Social Justice  
”

**21+**

Cr. Deployed

**1000s**

of animals impacted



### REVISIT OUR LAUNCH

## IN THIS EDITION

With India Animal Fund's (IAF) strategic interventions, you will witness how our approach is combined with CSR objectives.

As we offer a platform that is unique and impact-driven, this edition will give you a comprehensive overview of how CSR plays a critical role in building an impact for animal and humanitarian causes.

The philanthropical journey with our partners highlights how collaborative efforts can simply make a difference for a broader part of our society, and further promoting co-existence which is crucial for our planet.



## FOOD FOR THOUGHT

### READ HERE

As the world's population grows, so does the demand for animal-sourced foods like meat and dairy. The challenge: animal agriculture can be environmentally destructive, worsening the triple planetary crisis of climate change, nature and biodiversity loss, and pollution and waste.

This report focuses on the potential environmental, health, social and animal welfare implications of the uptake of novel meat and dairy alternatives.

With the available evidence, the experts compared the novel alternatives with conventional meat and dairy products.



## DID YOU KNOW?

**THERE IS A NEED TO CHANGE THE WAY WE PRODUCE AND CONSUME THE FOOD WE EAT, BECAUSE OF ITS GROWING IMPACT ON THE TRIPLE PLANETARY CRISES.**

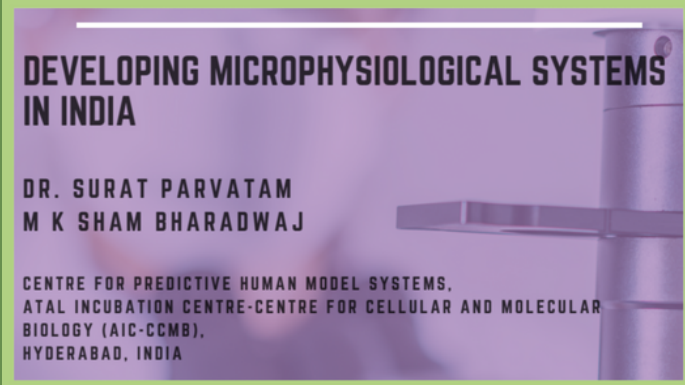
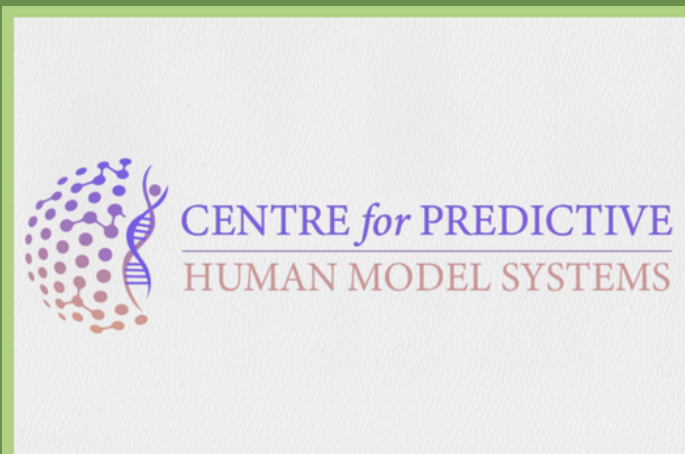
While many approaches are available to address the adverse impacts of animal agriculture, this report looks specifically at novel alternatives to conventional animal source food. It also sheds light on crucial considerations for policymakers involved in regulating, investing in, or otherwise supporting these new products.

## PROJECT HIGHLIGHTS

[READ HERE](#)

The **Ahimsa Fellowship** is an initiative to train youth, empowering them, thereby, to become leaders set to make the world a more equitable and just place for all sentient beings. The current batch (third batch) started in September 2023.

The structure of the first two months of the Fellowship was modified to provide the Fellows with a comprehensive foundation to include the basics, an overview of animal protection issues, Animal Birth Control and Pet Shops. Additionally, Fellows were actively engaged in foundational assignments like filing RTIs, visiting government authorities etc.



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 India) 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.

[READ HERE](#)



An academic paper and a white paper on the subjects of cost-benefit analysis of animal versus non-animal assays/technologies and non-animal technology services provided by CROs in India will be published soon. A CRO symposium was also held with the aim of disseminating the findings, promoting cross-talk with academia and collaborations within CROs.

In addition to the above, a bootcamp was organised, which covered human-centric, non-animal, modern-age research models that include 3D Bioprinted tissues, Organoids and Spheroids, and Organ-on-Chip.

Twenty participants, with diverse backgrounds (PhD candidates, Post-docs, Startup founders, and industry personnel), from across the country participated.



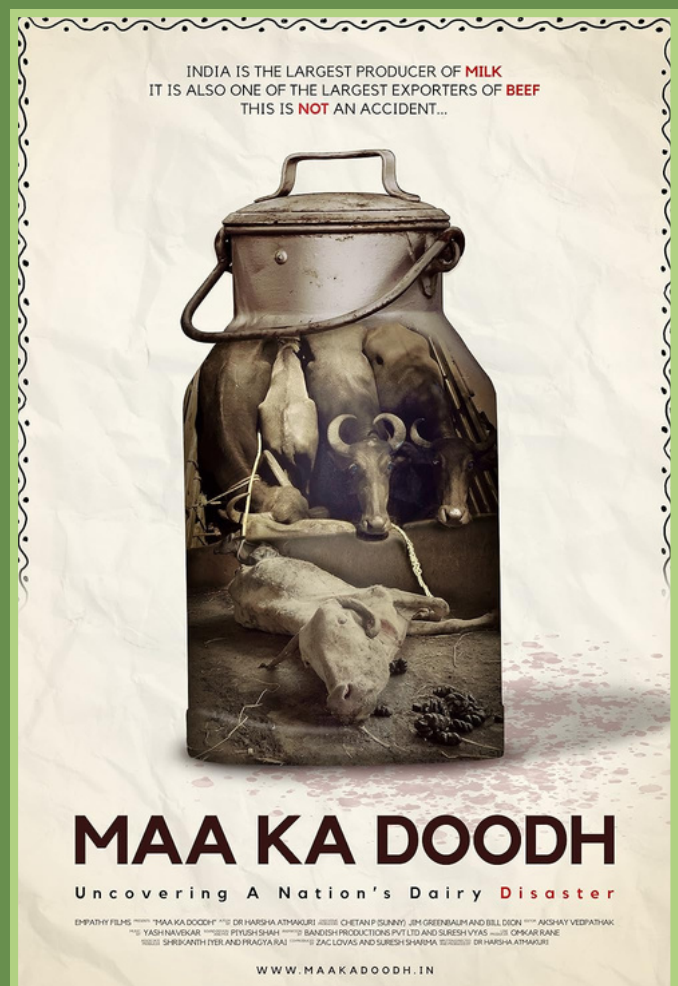
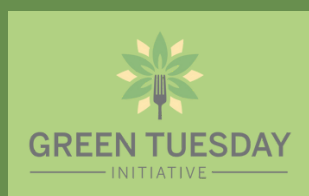
## ADVOCACY

Advocacy is an important part of generating awareness about the cause, and through collaborations with our partners, we have been able to generate quite a buzz. Here are some quick stats.

## VEGAN OUTREACH

1.1 million pounds of meat and dairy consumption reduced in India.

**15+**  
Initiative  
Partners



# VEGANUARY



~ 100K sign-ups envisaged for 2024. The team in India is currently working full speed to engage corporates with the Business Support Toolkit.

This kit serves as a great resource for companies keen to work on environmental impact, to reduce carbon emissions and to boost ESG goals via reduction in carbon emissions and footprint.

76k+

**Signups**

21-day plant based challenge

8

**New**

Vegan menu launch

26

**New**

Vegan product launches

7

**in-store**

Promotions

## SNIPPETS

We thank our partners **JB Pharma**, **Micro Labs Limited** and **Vimta Labs**, who have generously contributed towards Rescue and Rehabilitation helping to rescue thousands of animals.

In addition, needs assessment studies have been conducted in Bengaluru and Mumbai with the goal of identifying interventions that can deliver most impact. Results to be shared with donors and deployment to be aligned to the findings of this assessment.





## WITH SUPPORT OF DR REDDY'S LABORATORIES



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. PAN India has been able to achieve many milestones during 2023:

- Continuous Medical Education seminars on Plant Based Diet were conducted in 8 medical colleges each covering app. 250 medical students and 2 CME for practising doctors, covering 250 specialists.
- A network of around 2500 medical students and 1000 practising doctors was built.
- 7 PAN Medical College Associations were formed, including 3 AIIMS (AIIMS Nagpur, Bilaspur & Jodhpur).
- Around 500 practising doctors were actively engaged on Evidence Based Nutrition through online training programmes.
- A network of 35 PAN-Ambassadors has been created.

## WITH SUPPORT OF TORRENT POWER

The Model Animal Welfare District Project is a comprehensive and collaborative intervention that aims to create exemplary districts in India where animals are treated with respect and compassion, with the backing of the Government machinery. Currently, the project is active in Bhatinda, Ahmedabad, Darjeeling, Kolkata, N24 Paraganas (last three in West Bengal).

This 3-year project aims to set up and run SPCAs in select districts of India by activating government officials and collaborating with local NGOs.

The project will also equip on-ground personnel with knowledge and skillsets to tackle challenges such as animal birth control, vaccination, rescue, rehabilitation, adoption, wildlife conflict, disaster management, and legal enforcement.

It will also raise public awareness and education on animal welfare issues and promote harmony and coexistence in the community. IAF is working with three partners on this project: HSI, FIAPO and PFA Public Policy Foundation.



## WITH SUPPORT OF LINDE

### Humane Education

The objective of the Humane Education project is to inculcate empathy in young minds, as part of 21st century skill sets, ensuring wholesome child development through holistic learning.

The project is being implemented by **Peedu's People** for children in grades 4, 5, 6 and 7 in Chandigarh. Through 3 formats of workshops, spanning over 2 hours and 30 minutes, children are introduced to the concept of humane education via experiential, cognitive, observational and application learning.

Currently, ~ 14,000 children have been covered, and is expected to cover 60,000 by Dec 2024. Further plans include scaling up of the project into more cities, and inclusion in the NCERT curriculum.



Making our world  
more productive



## WITH SUPPORT OF K. RAHEJA CORP

Gauri Mulekhi, Trustee of People For Animals Public Policy Foundation (PFA PPF), addressed queries regarding the framework of the Prevention of Cruelty to Animals Act, 1960, and the Rules promulgated under it, with focus on SPCA Rules and Animal Birth Control Rules.

The online session aimed to provide participants with a comprehensive understanding of animal protection laws and regulations in India. Specifically, it focused on elucidating the roles and responsibilities of the District Society for Prevention of Cruelty to Animals (SPCA) and underscored the importance of animal birth control in mitigating human-animal conflicts.

By educating participants on the SPCA framework, they were empowered to take action against animal cruelty by filing complaints with the respective authorities in every district of the country.



[CLICK HERE FOR  
MORE DETAILS](#)



## HIGHLIGHTS



### ALPN RESEARCH FOUNDATION

Animal Law & Policy Network Research Foundation was incubated in October 2023. Its vision is to use rigorous intersectional research as a tool to create a large-scale positive impact on the well-being of animals, particularly farmed animals.

As of February 2024, ALPN has consulted over 100 stakeholders, attended multiple international conferences and webinars, set up an Advisory Board, and started a Slack channel for Indian lawyers interested in animal law.

From October 2023 – March 2024, ALPN plans to pursue processes for a robust set-up and also undertake a thorough scoping study. Both aspects are on track. Other incubation projects are in the pipeline.



### PETA INDIA

IAF has partly funded work on the project concerning Working with Regulators to Update Guidelines, Ensure International Harmonisation and That Use of Animals Is Replaced With Existing Advanced Non-Animal Methods and Strategies in the Testing of All Pesticides.

This project has seen significant strides across its journey.



## PEOPLE FOR ANIMALS PUBLIC POLICY FOUNDATION PFA PPF

It is critical to leverage the state and its policy making, judiciary and law enforcement machinery to bring scalable and sustainable positive outcomes for large numbers of animals in the long term.

IAF has partnered with PFA PPF for the creation, amendment and enforcement of policies; the focus is on improving welfare standards being worked with specific focus areas such improving welfare standards for farm animals, protection of animals against cruelty, enforcement of pollution standards in the animal agriculture sector, amongst many others.

Numerous favourable orders like the ban on battery cages for poultry and gestation crates for pigs have been passed.

In addition, IAF is working at a policy level with the health and education ministries to develop and implement policies in favour of plant-based foods and humane education respectively.



## ANIMAL SAVE INDIA

The Animal, Climate and Health Save India are creating a social justice movement in India that encourages healthy planetary choices to reverse climate change, to reforest the Earth and seeks to abolish all forms of animal exploitation and promote veganism.



**10.2k+**

**In Person**

Vegan starter kits distributed



**106,134**

**Watch time in mins**

Maa ka Doodh

**240**

**Signups**

for internship programme

**5700+**

**Endorsements**

for Plant Based Treaty campaign

**9 million +**

**People reached**

through social media platforms

**240**

**Signups**

for internship programme

## PARTNER SPOTLIGHT MERCY FOR ANIMALS INDIA

### AN INTERVIEW WITH NIKUNJ SHARMA CHIEF EXECUTIVE OFFICER

While diving into the mind of Nikunj Sharma, CEO of Mercy for Animals India, in this interview with IAF, he unveils the challenges faced and triumphs achieved in the quest for animal welfare.

From nationwide policy wins, to advocacy that makes a tangible difference for animals in India, Nikunj discusses a broader, systemic approach that Mercy For Animals India addresses.

This insightful interview also highlights the strategic policies that concern both animal welfare and climate. Delve into the heart of animal protection with us.



[READ INTERVIEW HERE](#)



# PARTNERS ACROSS THE GLOBE

IAF is also working to bring **Asia Research & Engagement (ARE)** to India. The objective is to establish, map and engage an initial (and growing) ecosystem for India encompassing different stakeholders like ESG / sustainability / welfare / alt protein / regulators and SEBI, among others.

Besides this, a library of relevant internal research and external resources will be set up to enable and support company outreach, advice and collaborative engagement.

It is also envisaged to activate 1-3 companies to publish a welfare commitment / farm animal welfare policy and / or new protein diversification. Work is on track, and a team is being put into place to scale-up operations in India.

**AVPN**, in collaboration with **Dasra**, **India Climate Collaborative** and **Shakti Foundation** organised a roundtable discussion titled "Scaling Climate Philanthropy in India" at the AVPN South Asia Summit held in Mumbai, which was attended by IAF.



The objective is to enhance networks and build partnerships of likeminded organisation to garner support and engagement for the cause of animal welfare.

**Global Food Partners (GFP)** will help in developing India's cage-free ecosystem, through its close partnerships with food and hospitality industry leaders and India's Cage-Free and Free-Range Poultry Producers Association.

Their work in India will include two main verticals: Corporate Engagement and Capacity Building. Currently, a team is being onboarded in order to facilitate commencement of work.



GLOBAL  
FOODPARTNERS

# UPCOMING EVENTS

## Join **PETA India** for the 2024 TCS World 10K Bengaluru Charity Running Event

Are you passionate about animal rights? Do you want to make a difference? People for the Ethical Treatment of Animals (PETA) India, the leading animal rights and protection charity in India, invites you to participate in the 2024 TCS World 10K Bengaluru marathon.

PETA India's investigative efforts, public-education initiatives, round-the-clock rescues, and various other activities have significantly enhanced animals' quality of life and saved countless lives. PETA India also works to promote

empathy for all living, feeling beings among the next generation through our Compassionate Citizen education programme, which has reached nearly 2,00,000 schools nationwide, providing approximately 90 million students with engaging lessons in kindness.

The 2024 TCS World 10K Bengaluru, scheduled for 28 April 2024, is one of India's top four marathons and has become a major philanthropic sporting occasion. By participating, you can showcase your dedication to creating a cruelty-free society while enjoying a unique opportunity to fundraise for your favourite cause or charity.

### **Corporate Participation**

There are multiple reasons for corporations to join PETA India in this event, including the following:

- It can serve as an excellent team-building experience for employees.
- It can generate goodwill and bring recognition as a responsible corporate entity for supporting the cause of animal welfare.
- Along with the significant health benefits of training, the event provides numerous other incentives for employees.
- This event is known to garner widespread attention in the media and from the public, which could help promote participating companies.

Registration slots are limited, so act fast! **The deadline for corporate registration is 25 March.** The PETA India team stands ready to assist corporations through every step of the registration process.

### **Individual Participation**

Alternatively, you can support PETA India by participating in the 2024 TCS World 10K Bengaluru race as an individual. By purchasing a charity bib for either the Open 10K or Majja Run, the funds will directly support PETA India's work for animal rights. Join us in making a difference and show your compassion for all living, feeling beings.

**Click here** to learn more about the participation criteria and fee structure for corporate and individual categories.

For more details, contact: [Ritesh@petaindia.org](mailto:Ritesh@petaindia.org) or on 7303917382.





# OUR INITIATIVES



KNOW  
MORE

Few Birds Lose Their Wings While Others Injure Their Bones!  
IAF supported Prayas in saving almost 1000 Birds during Sankranti 2024.



KNOW  
MORE

IAF supported Gauri Mulekhi from People for Animals, Uttarakhand (PFA UK) in rescuing ~ 50,000 overworked animals from injury and abuse at tourist destinations.



KNOW  
MORE

Along with Asher, from People For Animals Public Policy Foundation (PFAPPF), IAF supported in ending abuse and mistreatment of farmed animals who are sold for illegal slaughter.



KNOW  
MORE

Through the Drink Positive campaign, IAF along with Jeeva Bhavana aims to focus on the benefits that plant based milk has on health. We aim to reach a wide audience by enhancing awareness on making the choices required for a healthy life.



KNOW  
MORE

The CME on plant based diet was a great success with around 230+ doctors from various specialities and superspecialities who came together to discuss the role of nutrition in treating, preventing, reversing diseases, especially the chronic lifestyle diseases.

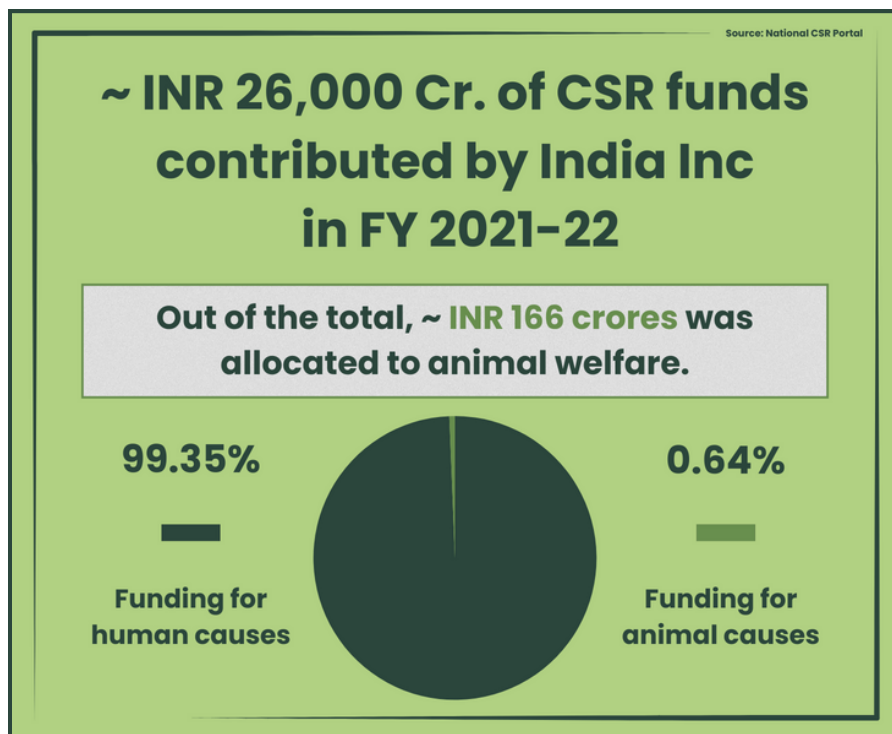


KNOW  
MORE

PAN India also held a Continued Medical Education session at Hyderabad on Evidence Based Nutrition. This event witnessed the release of this guidebook.

This CME also led to the creation of an SOP for seminars targeting practising doctors: a total of 224 registered, with 200 actively attending the session. The audience included physicians, and other stakeholders and scientists from the Indian government body NIN-ICMR.

# HOW CAN YOU JOIN THE MOVEMENT



There is an urgent need for a platform that can generate and direct more funding towards animal welfare causes: funding at-scale, especially from corporates, Trusts and Foundations, Family Offices and individuals with a charitable bent of mind.

[KNOW MORE](#)

**Donating is fast and easy. It's an opportunity for both IAF and our Donor Partners to empower NGOs to utilise funds where they're needed most.**

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.

**MAKE A DIFFERENCE**



## 1 High Impact

Animal charities have the potential to impact **2+** trillion sentient lives every year.

## 2 Low Cost

The cost to improve the lives of farmed animals is dramatically lower than other interventions aimed at accomplishing similar levels of impact.

## 3 Overlooked Area

Animal protection is becoming part of mainstream dialogue, and companies have the opportunity to become impact leaders by participating early.

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: [info@indiaanimalfund.org](mailto:info@indiaanimalfund.org), and we will get back to you with a deck full of options.

# THANK YOU!

As we conclude this 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.**



**MAKE AN IMPACT WITH US**



To unsubscribe, email us at [info@indiaanimal.fund.org](mailto:info@indiaanimal.fund.org)