

# TerraGreen

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## Sand Alert

Dredging Endangers Sand and Aquatic Life

### SPECIAL HIGHLIGHTS

National Saffron Mission

Harnessing Solar Energy in the UK

### TERRA YOUTH

Rise in Mental Distress  
Among Teens: Linked to  
Climate Change

### IN CONVERSATION

Sandeep Reddy,  
COO, India Animal Fund





HUMAN  
HEALTH



ENVIRO

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# India Animal Fund

India's Only Backbone Organization That Works in the  
Animal Welfare Space

With growing impetus on the intersection of climate change, human health and animal welfare, **Sandeep Reddy**, COO, India Animal Fund, India's only backbone organization that works in the animal welfare space, talks about the need for interventions, challenges and possible solutions for this critical intersection.

**The intersection of human health, animal welfare and environmental sustainability is gaining momentum thanks to growing awareness. As a backbone organization in the domain of animal welfare, how do you see this development and how is the animal welfare sector gearing to maximize**

**and utilize the advantages therefrom?**

Over the years, the intersection between human health, environmental sustainability and animal agriculture has been accentuated thanks to research that has proven the synergic interdependence of these domains; studies have also helped present a

number of solutions to some of the most pressing problems this intersection faces, which is positive for the Animal justice movement. Of course, further research is needed to understand the socio-economic implications of these solutions. According to the UNEP Frontiers Special Issue, the degree of adoption of these



seeding or supporting organizations that work on various aspects of this cause, both on the demand and supply side. The latter involves working with partners like Plant Based Food Industries Association of India (PBFIA), an industry body that represents and promotes the interests of plant-based food businesses in India; and Cage-free and Free Range Egg Producers Association of India (CFEP), an association that represents and supports cage-free and free range egg producers in India. On the demand side, we also work with a number of partners like Physicians Association for Nutrition India (PAN India), Animal Climate and Health Save Foundation, Veganuary and Vegan Outreach, who help generate more awareness on a healthy diet and lifestyle. Besides generation of awareness, implementation is a critical aspect too, for which timely guidance is important.

**How do you foresee the animal welfare sector evolving in the next 5 years? Are there any specific areas that you envisage gaining more impetus and what do you feel can be done to leverage these to draw attention to the challenges of the sector?**

There is a lot of work that still needs to be done in terms of not only understanding the scale and expanse of animal abuse and cruelty, but also

solutions, such as novel alternatives like plant-based meat, cultivated meat, and fermentation-derived foods, will likely depend on their cost, taste, social and cultural acceptability, and how they are regulated. If supported by appropriate regulatory regimes and governance instruments, novel ASF alternatives

can play an important role, likely with regional differences, in a shift towards food systems that are more sustainable, healthier, and less harmful to animals.

At India Animal Fund, we understood early on that we need to work on reducing immense suffering and the number of animals raised for food by



comprehending the normalization of animal usage. With growing awareness about human health, and its close connection with environmental sustainability and animal welfare, the sector is bound to see change. Not only will organizations, multilateral agencies, foundations and corporates step in to accelerate change for a better today and brighter tomorrow, but the involvement of individuals will also play a bigger role, with change beginning with the self. Currently, awareness, talent, capital and policy change are the biggest challenges that the animal welfare domain faces. Involvement of children and youth is gaining more impetus and will be critical in the coming years for change to be positive, long-term and sustainable. Projects like Humane Education, Fellowship programmes, activation of Society for the Prevention of Cruelty to Animals (SPCAs), Dairy/pig welfare initiatives, among others, are geared towards building capacities at all levels. Research on the use of non-animal methods in laboratories and lobbying for adoption of such alternative methods, policy and advocacy initiatives are some of the other initiatives being undertaken to combat the challenges being faced.

**Awareness, outreach and partnerships are critical for a backbone organization. How do you work to strengthen these for partner NGOs?**

A backbone organization, as the name suggests, works to serve multiple objectives. It helps identify interventions that are not only short term, but also



systemic, enabling sustainable change. For the successful implementation of these projects or interventions, the right kind of implementation partners, bringing to the table the appropriate skill sets and long-term solution based approach, are essential for the success of these initiatives. Building capacities of not only partners, but also public and private support organizations, and individuals, is critical. A backbone organization helps identify gaps, and guides with required capacity building initiatives to cement these effectively. Monitoring and evaluation are other angles that a backbone organization supports with. This is vital for understanding what was done well and building on it, besides also learning from those aspects that need improvement, for future projects. Raising funds in an extremely competitive fundraising market, with human causes being predominant is yet another challenging aspect that a backbone organization helps with. Most importantly, the alignment of the stakeholders, at

different levels, is crucial for the cause and the movement.

**Any message you would like to leave for our readers?**

India Animal Fund or IAF was born of a dire need to build on expertise and efforts, bring in a new thinking, a professional approach to identifying problems and raising resources, and executing with accountability and measurability. IAF was conceptualized to be a backbone organization, bringing to the same table people with means, organizations with project execution capabilities and causes that have to be addressed with speed and at scale. The objective is to work towards securing a more equitable and just world for all sentient beings. Do help the movement become stronger and better by joining us in many ways: volunteering, CSR funding, interning, employee engagement, payroll giving and many other such possibilities.

India Animal Fund (IAF) is a backbone organization to help incubate, streamline and align the efforts of non-governmental organizations (NGOs) in the animal justice space in India. IAF is also India's first fund-raising platform to encourage effective giving for the animals. Sandeep Reddy is the COO of India Animal Fund. Sandeep has been an active member of the Animal welfare movement in Bengaluru for over a decade, focusing mainly on Animal Birth Control. ■

For more information, write to: [info@indiaanimalfund.org](mailto:info@indiaanimalfund.org)

