

When Viv
& Karry met
Bholu!



IT'S THE YEAR 2033

What a healthy, vibrant and sustainable India we live in! Climate change has been mitigated! Water is plentiful and clean, forests are thick and green! The birds and the bees, and the flowers and the trees are back to stay!



It's time that Viv and Karry tell you where and when they got their superpowers back in 2023, and how that led to thousands of kids like you to come together and ignite a nationwide movement of positive change!

"We were just like you: going to school, having fun with our friends, teasing and bickering and telling on each other to our parents.

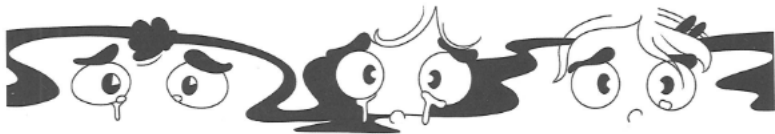
One day, as we were walking home from school..."



It looked like he was injured. We walked up to him, crouched down, held hands and looked into his eyes.



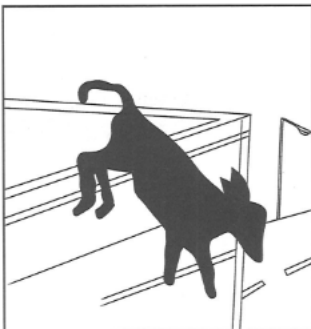
"Suddenly we had a jolt and found ourselves in an alternate plane of being, as if we were looking at the world through the baby buffalo's eyes."



He was taken away from his mother the day before.



He was thrown inside a truck with several other babies and they were all crying.



Somewhere along the road, panic-stricken, he jumped over the side of the moving lorry.

"He was hungry and thirsty. His leg hurt terribly. He missed his mother. He didn't know where the truck was taking the others but he was very scared."



Another jolt brought them back into their bodies. "What just happened?" they asked each other at the same time. "I don't know," said Viv, "but we have to get him some help quickly. His leg hurts and he hasn't had any food or water since yesterday. You stay here with him and I'll run home and get mom. Don't worry, I won't say anything about what we've just experienced. Who would believe us anyway?"

When Viv came back with their mother, she hugged Karry, bent down to pat the buffalo's head and asked playfully, "Now who is this cute little baby?" At once, Viv and Karry chimed together, "His name is Bholu!" Without questioning them, their mother replied, "Looks like he's going to need some help. Let me make some phone calls."

Just a few minutes later, Viv and Karry's mother announced, "So, do you know what? I've just gotten in touch with an animal sanctuary. And not only will they treat Bholu's leg, he'll be able to stay there forever! I didn't even know sanctuaries like that existed! You stay here with Bholu while I go get our car and pick the three of you up so we can take him there immediately."



As soon as they arrived at the animal sanctuary, a young vet scooped Bholu up, examined him and treated his injured leg. He explained to Karry and Viv that Bholu was certainly being transported to a slaughterhouse. "Since boy calves will never produce milk when they get older, they are nearly all sent to slaughter when they are still babies. The two of you saved Bholu's life! He'll now be able to live his best life, just like all the other residents who live here."

Viv, Karry and their mother let Bholu rest on the soft grass as a volunteer took them to meet the other residents. They all seemed so happy!

Further away, they saw a cow. As they approached, a volunteer introduced her, "This is Laxmi, she's twelve years old." Viv and Karry gazed directly into Laxmi's eyes, and once again, they felt a jolt and were propelled into Laxmi's world, experiencing life from her perspective. She was peaceful and joyful. She felt safe and secure.



Jolted back into their bodies, they heard the volunteer saying that Laxmi was found abandoned on a roadside six years ago, that a good hearted person brought her to the sanctuary and that she had been there ever since. Karry asked, "Why was she abandoned?" The volunteer simply said, "Laxmi was bred and raised to produce milk. She was made to have a baby every year so the farmer could take her milk and sell it. As soon as her milk production started to decrease, she was abandoned because it cost more money to feed her than the farmer would earn from selling her milk. This is the cruel reality of dairy production: like Laxmi, all dairy cows and buffaloes are abandoned or sent to slaughter when they stop producing milk."

Viv, Karry and their mother walked back to say goodbye to Bholu.

They were pensive and stirred: on one hand, they were terribly upset to learn the truth about dairy animals, but on the other hand, they were relieved and happy to know that Bholu and all the other residents at the shelter were in safe, good hands.

"Come back whenever you want! I am sure Bholu would love to see you again," the vet exclaimed. "You performed such a marvellous deed bringing him here."

A third volunteer approached with a tray with three carafes and some tumblers. "Would you like some refreshments before you go?"

"These taste delicious! They look like milk but taste so much better! What are they?" asked Viv and Karry.

The volunteer responded, "This one is vanilla soymilk, this one is cashew milk and this one is almond/oat milk"

Viv roared excitedly, "Wow mom, these all taste so delicious!" And Karry completed Viv's thoughts, "Can we drink these instead of dairy milk from now on?"

Their mother responded, "Of course we can!" And she smiled at the volunteer and asked, "Can you give me the recipes?"

The volunteer replied, "I'd be thrilled! They're all fast and easy to make! All you have to do is **SOAK, SPIN, STRAIN & SIPI**"



SOAK

SPIN



STRAIN

SIP



By the time they came back home, it was late. Their father greeted them with a big hug and said, "Your mother told me you had quite an adventure today! You must be famished! I made dinner tonight. Why don't we sit down to eat and you can tell me about it!"

After they described their afternoon, their father said, "I am so proud of what you did for Bholu." And their mother added, "You two are just amazing! But why were you so silent on the ride back home?"

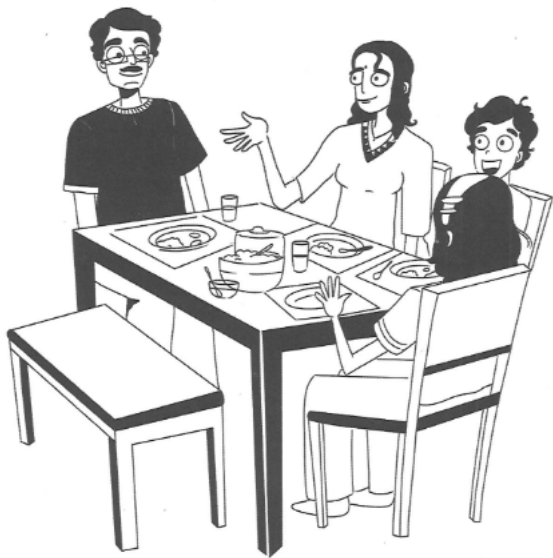
Karry and Viv exchanged glances and at the same time gushed "You go first." So, one sentence at a time, they took turns to disclose the extraordinary events of the day and in a nutshell the conclusion was: They don't know how it happened, but they both had the power to briefly experience the world through the mind of other animals by gazing into their eyes.

"Mom, all animals experience joy, love, pain and suffering just like we do."

"Dad, we experience joy, love, pain and suffering, just like all animals do."

Both their parents stayed silent for a few moments before their mother lovingly uttered, "You know, parents don't do all the teaching in a family. Often children give their parents beautiful and wise lessons."

Their father quickly added, "I'm not really that surprised that the two of you have received this superpower. In your short lives, you have shown great compassion to animals so many times! Remember, Karry, when you opened the bird cages in front of a pet shop? You said that everybody longs for freedom."



"And you, Viv, when you were little and we all went to the zoo, you couldn't stop crying when you came home. You felt so sad for the caged animals that since then, nobody in our family will go to zoos or animal parks."

They were all so moved and also perplexed by what they had learned that day that they decided together to look into the reality of dairy production and consumption.

It says here: Mother's milk is designed by nature for the optimal nourishment of her babies. Cow's milk is for baby cows, buffalo milk is for baby buffaloes, and so on... When you understand that simple fact, it's crazy that we'd drink milk from another species, but crazier still is that I never even thought about that before!

And because nature didn't design dairy for us, when we drink it we get all sorts of health problems! Kids develop acne and asthma, and adults get chronic diseases like diabetes, hypertension and arthritis.

And here's another amazing fact: **more than 2/3rds of Indians are lactose intolerant!**

That means we can't even digest dairy properly so we end up feeling bloated and gassy and nauseous when we've had it.

But yet everyone says dairy is healthy.

Even you, mom and dad, had us drink a glass of milk every day to make sure our bones stay strong.



Darling, I'm sorry! That is what we were taught and we never thought to doubt it. But now I'm learning how unhealthy it really is, and also how bad raising all these dairy animals is for the environment!

Did you know that **India is the largest producer of dairy in the world?** There are more than 300 million dairy animals living here. Imagine all the water they must drink and fodder they must eat every day. How can we justify using our resources to maintain such a huge population of animals when so many of our fellow Indians don't have access to potable water and don't have enough to eat!

And think about how much waste so many animals produce every day. That waste pollutes our waterways and contaminates the soil.

And they also produce huge amounts of methane, a very powerful greenhouse gas and that exacerbates global warming and climate change.

It's so tragic what we are doing to all those animals just for something that makes us and our planet sick!

We know how delicious plant-based milk is, and we've also learned the positive effects it has on our health and the environment, too.

So from now on, let's drink, let's drink...let's

Drink Positive!



After that, everything moved very, very fast. They had no idea that what they started would become a movement that would eventually transform all of India led by kids their own age.

It began quite innocently and simply: everyday they each brought a flask of plant-based milk they had made in the morning to school; everyday their classmates asked to try it. They all loved it!

Even their teachers and the school principal tried! Everyone asked for recipes and finally the principal invited all the kids and their parents to the assembly hall and Viv and Karry demonstrated how to make a few different milks.

By the end of the month, their entire school was drinking positive! And everyone knew the slogan: SOAK, SPIN, STRAIN and SIP.

But it wasn't just the kids at their school who started to drink positive. Mothers spoke to mothers, fathers to fathers and friends to friends, and six months later the whole city was drinking positive.

DRINK



POSITIVE



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**DRINK
POSITIVE**





At the beginning there was some pushback, of course, mostly from the big dairy industry and also from the small dairy farmers who saw the demand for their product falling dramatically. But farmer training programs were soon launched and farmers jumped at the chance to learn a new way of providing milk. In the end, they were so much happier! Not only were they earning more money, they were also no longer required to work long hours in unsanitary conditions, diverting their resources towards animals, and breeding and loving those animals just to use them and have to send them to slaughter. Even the big dairies realised that it was more profitable to make plant-based milk than to make dairy, because plant-based milk was cheaper to produce.

Of course as the movement grew, there were some bumps on the road. Some people remained doubtful. Fortunately, the kids had become so well informed about drinking positive that they provided all the answers!

“But we need to drink dairy for good health! It’s an ideal and complete food, and contains important nutrients like protein and calcium!”

“It’s true that dairy is an ideal and complete food...IF you’re a baby cow! But we are not baby cows! And even if dairy does contain protein and calcium, it also naturally contains growth hormones that can trigger diabetes and cancers; and saturated fats and cholesterol which cause hypertension and heart disease. Plus, most milk in India contains antibiotics and pesticides and even detergents: YUCK! Plants have all the good stuff and none of the harmful stuff found in dairy. So we can get our calcium and protein and everything else from the same place that cows get it: from plants!”

“But we’ve always consumed milk! And all of your favourite dishes contain dairy!”

“Just because we’ve always done something doesn’t mean we should continue doing it, especially when we learn that it is harmful! Humans are always learning new things and changing their lifestyles to correspond to new information and technology. We’re so lucky to have the food options we have in India today. Ice-cream, cheese, kheer, pizza, milkshakes... I can still eat all my favourite dishes but I’ll just choose the plant-based version!”




“You are misinformed. We love our cows in India and take good care of them. In fact, there’s a ban on cow slaughter in most parts of the country.”

“India is one of the top exporters of leather and beef in the whole world! These industries are supplied with cattle to kill from the dairy sector: where else do they come from, since in India we don’t rear cattle for meat! Cow slaughter is illegal in many states, but not everywhere. And just think about it: there are more than 300,000,000 dairy cows and buffaloes in India. They each give birth every year to keep up their milk production. If the cow-slaughter ban was really effective, we’d be overrun by cattle within a couple of years!”

“If we stop drinking dairy, the poor cows will be in pain from excessive milk. We actually help cows by milking them!”

“The only reason they are in pain is because we have taken their babies away from them and only milk them twice a day! A cow produces just the right amount of milk for her baby. In a natural setting, a calf suckles from his mother every few hours, so there never is excessive milk; the calf drinks it all! But in order to take that milk for ourselves, we first take the calf away from his mother. Then we milk her just twice a day. Of course the milk builds up in her udders, causing her lots of pain. Plus, most cows in India are selectively bred to produce crazy amounts of milk. Also, to increase milk production, many dairy farmers in India give hormones like oxytocin to their cows. More milk means more money for the farmer, but more pain to the cow!”





In the next couple of years across India, as people started to consume only plant-based milk they realised how much better they felt.

Many people with chronic diseases saw their conditions improve so much that they were able to quit their medication. There was a freeze on breeding animals because people were choosing to drink positive, and as the cattle population started to decline, deforestation was halted and lots of land was given back to nature.

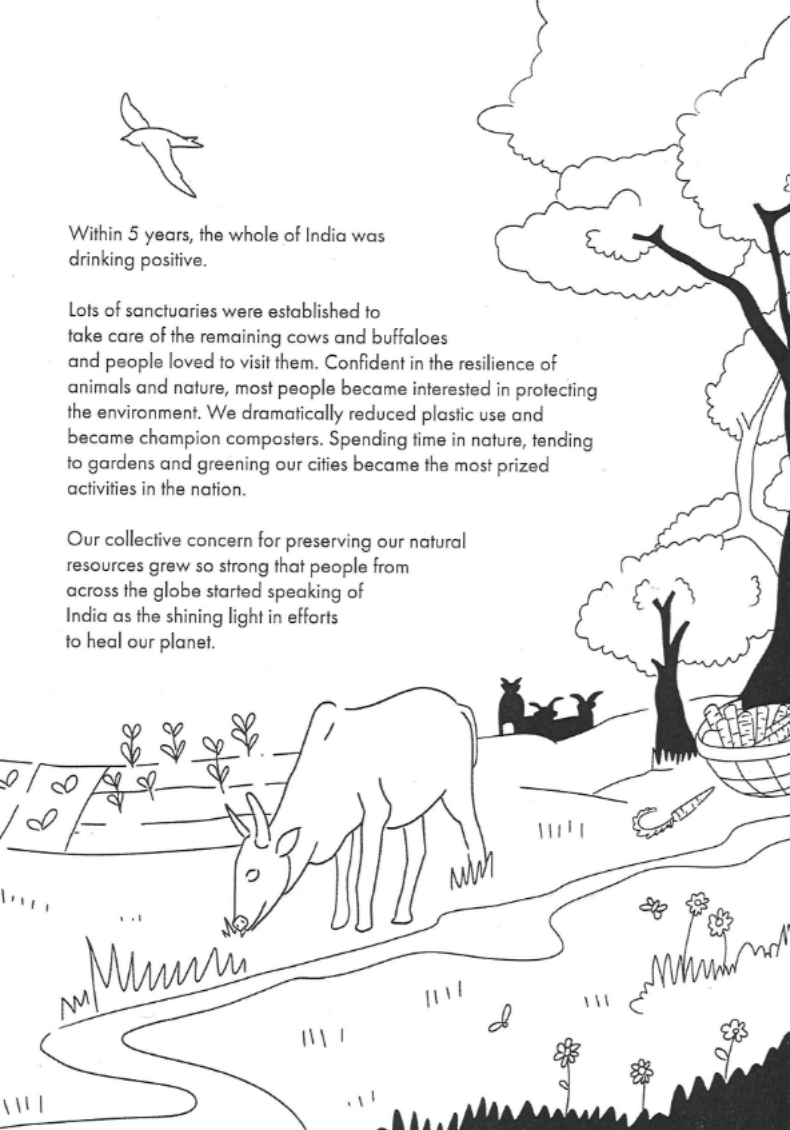
Instead of growing fodder, farmers started to grow more crops for direct human consumption and hunger in India was nearly eliminated. Our precious water was getting cleaner by the day, too!



Within 5 years, the whole of India was drinking positive.

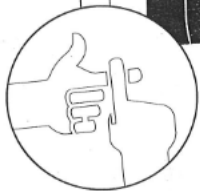
Lots of sanctuaries were established to take care of the remaining cows and buffaloes and people loved to visit them. Confident in the resilience of animals and nature, most people became interested in protecting the environment. We dramatically reduced plastic use and became champion composters. Spending time in nature, tending to gardens and greening our cities became the most prized activities in the nation.

Our collective concern for preserving our natural resources grew so strong that people from across the globe started speaking of India as the shining light in efforts to heal our planet.





Little did we know what was in store for us and for all of India when we stumbled across Bholu. He was the real trigger in setting off such a massive change across the country.



All of us have a superpower of compassion and as our story showed you, it's compassion that really changed the world.

