

Hi {{ contact.FIRSTNAME }},

Three months ago, I stepped into the role of CEO at India Animal Fund (IAF) – a **'backbone organisation'**. I was unfamiliar with the term and intrigued by the underlying principle of such organisations: shared ownership of a common agenda with neutral, backbone-level coordination that enables every other actor to move faster and farther together than any could alone. Simply put, backbone organisations are not and will never be the stars of the show but remain supporting actors, staying backstage, and doing whatever is necessary for the show to go on. **IAF is working hard to play this role for the animal welfare movement.**

Why is this Important in Animal Welfare?

Two billion animals are in Indian systems, **10,000+ animal protection organisations** work in India, and **yet a little over 0% of strategic funding** goes towards the animals. IAF is working to change this asymmetry by positioning animal welfare within the interconnectedness of animal, human and planetary health.

Animals suffer in many ways -- in factory farms, in labs, and on our streets. IAF aims to reduce the suffering of all these animals; however, our primary focus is on animals farmed for food due to the magnitude and intensity of their suffering. Through our partners' work, we engage with several topics and themes including climate action, health and plant-based nutrition, animal protection, humane education, awareness building, legal and policy frameworks, alternative proteins, and so much more.

Our Six Focus Areas for the Next Five Years

- Awareness/ Education
- AI for Animals
- Sustainability
- Nutrition
- Alternative Protein
- Welfare standards

Each of these themes has **bold 5-year goals, ongoing partner projects, and new projects** in the pipeline. Our newsletter will contain updates on these, showcase our partners' work, and share important updates from the animal welfare movement and **the approach IAF takes to identify 'white spaces' to enable strategic interventions.**

Did you know that Vitamin B12 deficiency affects over 70% of certain Indian populations? Or that egg-laying hens in India would give anything for a good stretch?

If you think those two highlights seem disconnected, welcome to our newsletter, which will contain **updates about more such initiatives that appear disparate but are cohesive, impactful, and strategic** -- and over time, will hopefully result in a better world for the animals, the environment and all of us.

I'll close this with one final update. **We've redesigned our website!** We would love for you to send us open access content for the Resources section, share our proposal template with partner organisations, or write to us to explore synergies. Read on to find out about how we can engage, and **follow us on our socials** ([LinkedIn](#), [Instagram](#), [X](#)).

See you next time!

Rekha Raghunathan

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Did you know?

Vitamin B12 deficiency affects over **70%** of certain Indian populations!



Tackling India's Silent B12 Crisis

To address this growing public health concern, **Physicians Association for Nutrition, India** have launched, 'A Physician's Guide to Vitamin B12 in the Evolving Dietary Landscape' - a comprehensive clinical resource for healthcare providers **which brings attention to plant-based B12 sources as alternatives to the more commonly prescribed animal-based options.**

The guide covers the biological role of B12, dietary sources, absorption, deficiency symptoms, diagnostic tools and treatment protocols, and equips physicians to play a frontline role in prevention and care. It is a valuable reference for nutritionists, educators and students working to advance evidence-based nutrition in healthcare.

This critical tool furthers PAN India's mission to embed preventive nutrition into medical education and practice—**building a healthier, more resilient India.**

Read about it [here](#).

Ah, the simple joy of a good stretch!

For egg-laying hens cramped in cages smaller than an A4 sheet, it's a luxury they can only dream of.



India's First Cage-Free Demonstration and Training Facility Launches in Trichy

In a major step toward changing this, India now has its first cage-free demonstration and training facility for egg production in Trichy, Tamil Nadu. **Enabled by Global Food Partners, People for Animals Public Policy Foundation and the Cage-Free and Free-Range Poultry Producers Association** in collaboration with a coalition of partners, the climate-controlled facility houses 10,000 hens and will serve as a national hub to train farmers and producers in higher-welfare, cage-free practices.

This marks a significant milestone in advancing animal welfare and in aligning Indian egg production with global trends and rising demand for ethically sourced food.

Want to enable training for egg farmers? Write to mandvi@indiaanimalfund.org.

Collaborations, Synergies, and More

Powering Change with CSR

From classrooms to farms, our implementation partners are **actively executing seven projects across India, with team IAF ensuring robust monitoring and evaluation**. With ready-to-deploy initiatives and a strong network of implementation partners, we're set to do even more. Your entire contribution is directed towards the project. IAF takes no cut.

Want to act for animals? Let's collaborate: rekha@indiaanimalfund.org.

Compassion in Curriculum

The Humane Education program run by our partners is capturing increasing donor attention and momentum. We're sharpening our focus on farm animal welfare curriculum and seeking passionate curriculum developers and NGOs in education and youth engagement to join us in expanding impact across India.

Know someone? Refer them or write to us: mridula@indiaanimalfund.org.

Bringing Welfare to the Heartlands

Animal welfare in rural India is deeply linked to farmer incomes and livelihoods. We're investing in a bouquet of existing and new projects aimed at improving outcomes for the animals, farmers and other stakeholders. We're keen to partner with NGOs working in rural transformation to integrate animal welfare standards and drive sustainable, community-led change.

Know someone? Refer them or write to us: mandvi@indiaanimalfund.org.

"Animals are sentient, intelligent, perceptive, funny and entertaining. We owe them a duty of care as we do to children." — Michael Morpurgo

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