



Activity Report

FY 2022-23

The founding year: building
the ecosystem's first room



FY 2022–23

India Animal Fund (IAF) was established in this financial year. We launched our website, ran the #FreedomForAll telethon on NDTV to introduce animal welfare to a national audience, and began the work of bringing organisations together rather than working in isolation. This was the year we built the foundation — the relationships, the visibility, and the first funding commitments.

Animal Use in Science

IAF supported People for the Ethical Treatment of Animals (PETA) in developing a comprehensive strategy to reduce animal experimentation and accelerate the adoption of scientifically advanced non-animal methods in India. The initiative aimed to create a roadmap for phasing animal use in research, testing, education, and training.

Nutrition Awareness & Outreach

IAF supported Veganuary to promote awareness of plant-based nutrition, animal agriculture and its impact on animals, the environment and health. The initiative focused on nationwide one-to-one outreach to educate and encourage people, particularly young people, to consider plant-based and cruelty-free living.

Farmed Animal Welfare

IAF initiated Farmed Animal Welfare projects to bring animal-protection organisations together and promote collaboration to improve the lives of farmed animals. On 16 January 2023, IAF convened organisations in Delhi to discuss opportunities for collaboration. Working groups were subsequently formed to continue the work and review progress regularly. Partners included People for Animals, Mercy for Animals, Fish Welfare Initiative, Shrimp Welfare Initiative, Veganuary, Vegan Outreach, Humane Society International India and People for the Ethical Treatment of Animals.

Policy & Institutional Strengthening

IAF supported work to strengthen implementation of animal-welfare laws, particularly the functioning of Societies for Prevention of Cruelty to Animals (SPCAs). The initiative focused on helping restart defunct SPCAs in selected districts and strengthen existing veterinary facilities. IAF worked with People for Animals and Humane Society International on this initiative.

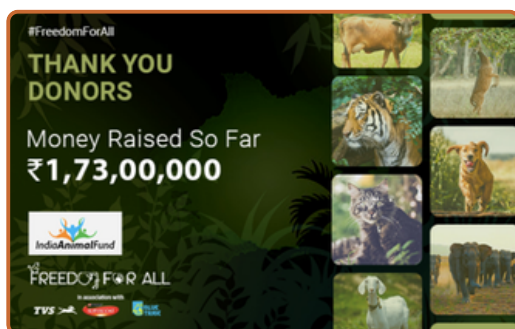


Protecting Community Animals

IAF supported the Animal Helpline initiative with PACE Trust, designed to provide citizens with a mechanism to report injured and ill community animals and connect them with local animal-welfare organisations and volunteers for timely assistance.

Building Awareness & Support

IAF's #FreedomForAll telethon, broadcast nationally on NDTV, brought together public figures, business leaders, animal-welfare experts and supporters to raise awareness about animal welfare and encourage public participation. The programme also generated significant donor commitments, including pledges from Dr. Reddy's Laboratories and Titan Company.



IAF Website Launch- #FreedomForAll
telethon, broadcast on NDTV,



Overall Impact

FY 2022–23 established the foundation for IAF's work across animal experimentation, plant-based nutrition and vegan outreach, farmed-animal welfare, animal-welfare policy, community-animal protection and public engagement. The year also marked the beginning of IAF's role in bringing organisations together and creating collaborative approaches to animal welfare in India.