

annual review

2015
INDIA
PETA

Many top stars donated their time to PETA in order to help focus public attention on cruelty to animals. Bollywood “villain” **Gulshan Grover**’s sexy PETA ad against leather was released ahead of Amazon India Fashion Week. **Pamela Anderson** penned a letter to the Chief Minister of Kerala to offer 30 life-size, realistic and portable elephants made of bamboo and papier-mâché to replace live elephants in the Thrissur Pooram parade. Tennis player **Sania Mirza** and the stars of *Comedy Nights With Kapil* teamed up with PETA for ads championing homeless cat and dog adoption. **Kapil Sharma**, the host of that show, was also named PETA’s 2015 Person of the Year for his dedication to helping animals.

Just before World Music Day, members of folk band **The Raghu Dixit Project** starred in a PETA Youth campaign ad against cruelty to animals in the circus. Badminton sensation **Jwala Gutta** posed for an ad imploring people to steer clear of cockfights. Cricketer **Rohit Sharma** joined PETA

in a call to get dogs and cats “fixed” to help save the lives of countless unwanted puppies and kittens, and cricketer **Vangipurapu Venkata Sai Laxman** starred in an ad during Vegetarian Awareness Month. While in India filming for Gurinder Chadha’s *Viceroy’s House*, *X-Files* star **Gillian Anderson** wrote to the Indian Minister of Health & Family Welfare, requesting that he quickly confirm a ban on repeat experiments on animals in toxicity tests by amending the Drugs and Cosmetics Rules, 1945. *Quantico* star **Priyanka Chopra** voiced the first-ever life-size robot “elephant” named Ellie for PETA US. The walking, talking mechanical Ellie tours schools in the US, Europe and India, telling



Photo: © Guirav Sawin



Photo: © Guirav Sawin

elementary school students why elephants don’t belong in circuses. PETA India’s new petition calling on the government to uphold the ban on jallikattu – a bull-taming event in which terrified bulls are deliberately disoriented, punched, jumped on, tormented, stabbed and dragged to the ground – has been signed by top film stars, including **Sonakshi Sinha, Jacqueline Fernandez, Bipasha Basu, John Abraham, Raveena Tandon, Vidyut Jammwal, Shilpa Shetty, Kapil Sharma, Amy Jackson, Athiya Shetty, Sonu Sood, Richa Chadha** and **Vidya Balan** and cricketers **Virat Kohli** and **Shikhar Dhawan**.

PETA gave a Humane Science Award to the Mahatma Gandhi-Doerenkamp Centre, for their monumental progress in pushing for humane legislation and reducing and eliminating animal testing via educational workshops for teachers, researchers, veterinarians and physicians. The group had also teamed up with PETA to push for changes in course curricula through the University Grants Commission, sparing the lives of millions of animals every year.



Compassion was the name of the game with designers and fashion shows again this year. **India Beach Fashion Week** and designer **Anupama Dayal** joined with PETA to promote the adoption of homeless dogs. Designer **Jayanthi Ballal** unveiled her latest vegan clothing collection dedicated to PETA’s campaign against the imprisonment of animals in zoos at **Mysore Fashion Week**. Bollywood’s **Soha Ali Khan** freed PETA “tigers” from cages on the runway to highlight the fact that wild animals belong in the wild, not in cages. **India Runway Week** partnered with PETA to promote vegan materials, and designer **Manish Gupta** launched a vegan collection and dedicated his entire show to PETA. And **Mimi & Maggie** and **India Kids Fashion Week** teamed up with PETA against cruelty in the pet trade and animal circuses.

PETA India Financial Statement

REVENUES

Contributions	₹ 71,098,498
Other Income	₹ 335,068

Total Revenues ₹ 71,433,566

OPERATING EXPENSES

Programmes	
Awareness Programme	₹ 37,434,078
Compassionate Citizen Project	₹ 3,998,542
Membership Development	₹ 13,175,830
Management and General Expenses	₹ 16,265,248

Total Operating Expenses ₹ 70,873,698

CHANGE IN NET ASSETS

Net Assets Beginning of Year	₹ 5,086,144
Net Assets End of Year	₹ 5,646,012

OPERATING EXPENSE ALLOCATION

Direct Programme Support	91.59%
Indirect Programme Support	1.84%
Membership Development	6.57%

The financial statement shown here is for the fiscal year ending 31 March 2015, and is based on our independently audited financial statements.

PETA

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Dear Friends,

PETA made significant strides in 2015 in our work to help animals gain respect and escape needless suffering.

Following on PETA's victory in 2014 in liberating an elephant named Sunder from a life of beatings and deprivation at a temple in Maharashtra, in 2015 we teamed up with the Bannerghatta Biological Park (BBP), where Sunder now lives, to create India's first forested sanctuary for captive elephants – nearly 50 hectares, harboring more than a dozen elephants and allowing them to roam, swim and socialise without harassment.

This year, PETA hosted historic workshops in Bangalore and Delhi, conducted by international elephant experts Margaret Whittaker and Gail Laule to train elephant caregivers from BBP and many government and wildlife officials on the principles of modern, humane protected-contact (PC) management of captive elephants, which does away with violence and punishment. Sunder and his closest companion, Lakshmi, are learning the PC system and responding beautifully to it.



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This report covers some of our favourite highlights from 2015 – all of which are a testament to the growing clout of our members and supporters. Thank you for helping to make these achievements for animals possible.

For all animals,

Poorva Joshipura

Poorva Joshipura
Chief Executive Officer

Turning the Tide for Animals



© Aneesh Sankaranthutty

Training animals for the circus means violence, beatings and worse. But freedom from cruelty is finally on the way for animals used in circuses.

Following complaints filed against the Grand Circus, New Rambo Circus, World Champion Circus, Great Kamal Circus and Great Indian Circus by AWBI- authorised inspectors from PETA and Animal Rahat – a PETA-supported animal-protection organisation focused on veterinary intervention – the circuses relinquished the animals they had been using and became 100 per cent animal-free! Animal Rahat ended up with 22 animals, including four goats who had been forced to walk a tightrope and eight dogs, four camels and six horses who had been forced to perform other stressful tricks for fear of a beating.

This year, Karnataka became the fourth state in India to call for mandatory administration of anaesthetics to bulls during castration in order to eliminate their fear and pain. This progress follows a decision last year by the Commissioner of the Department of Animal Husbandry, Dairying and Fisheries, who, after hearing from PETA and the AWBI, recommended that all states favour painless castration.

After extensive campaigning by PETA and others, the Bombay High Court directed that horse-drawn carriages be phased out in Mumbai within a year. PETA had intervened in the case and provided the court with evidence of cruelty to horses from its numerous investigations, revealing that the horses were often injured, sick or severely malnourished and frequently denied adequate rest, water and veterinary care.

PETA welcomed the Maharashtra government's ban this year on the sale and use of deadly manja – sharp kite strings that can be lethal to both birds and people. For years, PETA has campaigned extensively against manja, leading many other cities and states to ban or restrict the use of various types of manja, but we are calling for a nationwide ban.



After meeting with PETA, the president of the student wing of the Indian National Congress, National Students' Union of India (NSUI), issued a circular to all its units in India directing them to "refrain from using any animals as part of any NSUI rally, protest or any other purpose". The meeting was prompted by a tragic incident in which an NSUI protest in Jammu led about 25 people to board a horse-drawn cart together, causing the horse to collapse. Union members also fell on top of and crushed the horse.

Giving Animals a Voice



© Karrenham/PETA

PETA released a shocking video exposé, narrated by singer Leona Lewis, of Bangladesh's billion-dollar leather industry. Every year, an estimated 2 million cows are transported on extremely crowded trucks thousands of

miles from India – where it's illegal to slaughter them – to Bangladesh. Many arrive with broken tails and open

wounds and are so weak and malnourished that they can't even stand up. In slaughterhouses, or illegally on the streets, their throats are cut, and some still struggle to escape as their skin is being torn off.

Five people who were secretly filmed kidnapping a monkey from Varandha Ghat outside Pune were caught by forest officials and sent to jail on a 24-hour judicial remand after PETA reported the crime to the Wildlife Crime Control Bureau, Forest Department and Police. PETA staff joined forest officials in reuniting the traumatised young monkey with her family, contributing a carload of bananas to help make things right again.



As a result of a case filed by PETA in the Madras High Court that was critical of the Tamil Nadu Animal Husbandry, Dairying and Fisheries Department's (AHDFD) dog-breeding unit (DBU), a fresh inspection of the facility by the AWBI was ordered. Inspectors found



that many dogs were suffering from skin diseases, pressure sores and ectoparasites and that there was also a high mortality rate – which has been an issue since the AWBI's first inspection of the facility in 2013.

The AWBI has recommended that the DBU be shut down, and we are pursuing the matter in court.

Schoolchildren throughout Chandigarh, Delhi, Gujarat, Goa, Haryana, Kerala and Madhya Pradesh are now equipped to receive a daily lesson in compassion. That's because after meeting with PETA, education department officials in these states and union territories directed all government schools to use PETA's humane-education programme, Compassionate Citizen, with young children.

The education departments of Bihar, Chandigarh and Telangana also followed Delhi's lead in urging schools in the states to use canvas shoes instead of leather ones for their uniforms.

PETA's striking demonstrations garner headlines and airtime, drawing the audience's attention to the plight of animals. Our campaigns gained momentum in 2015 with these and many other creative actions:

- For Mother's Day, PETA volunteers – a group of children in cow costumes – held signs reminding passers-by in Hyderabad that cows' milk may be the "perfect food", but only for baby cows.



© Mangreeth Singh Nishit

- PETA India supporters bathed publicly in Mumbai in the run-up to Earth Day, reminding everyone that they can save water just by leaving meat, eggs and dairy foods off their plates.
- A PETA India youth outreach adviser and other volunteers took part in a street theatre-style graphic protest in Delhi to demonstrate the abuse and killing of animals in laboratories in India and around the world.
- PETA's giant "condoms" promoted animal birth control in Kolkata ahead of World Population Day.
- For World Environment Day, PETA volunteers wore biohazard suits in Allahabad to protest leather tannery pollution and encourage passers-by to choose leather-free shoes and accessories in order to help protect both the environment and animals.
- Also on the leather front, in advance of the India International Leather Fair in Chennai, blindfolded PETA members holding a "bloodied dead calf" urged residents not to be blind to cruelty and to dump leather.
- A swine flu outbreak in India prompted a PETA "pig" and "nurse" to visit Jaipur with a powerful

message – that diseases such as swine flu have origins on severely crowded animal farms and that the only way to combat them is to stop eating animals.

- "Injured" PETA members wrapped in bandages and hobbling on crutches called on Jaipur residents to make the switch from dangerous glass/metal-coated manja to plain cotton thread during Makar Sankranti.
- Ahead of Human Rights Day, a PETA member lay "bloodied" and "lifeless" on a giant plate alongside oversized peas and French fries on a busy Nagpur street to remind passers-by that no one wants to be carved up and served for dinner.
- PETA founder Ingrid Newkirk transformed herself into a bloodied, dying chicken to remind passers-by that flesh is flesh, in honour of World Vegan Month.



For World Cancer Day, PETA erected a billboard in Hyderabad showing a smoking baby in order to warn parents that meat also causes cancer. Lifestyle-related cancer is reportedly on the rise in Hyderabad, and the billboard is a reminder to set a good example for our kids – that means choosing habits that will steer them towards a healthier life, such as refraining from eating animal-derived foods.

PETA India's youth division launched its innovative "I, Chicken" virtual reality experience, a first-of-its-kind empathy-building project that is travelling to college campuses throughout India. It lets college students see, hear and feel what it's like to be a chicken and shows them firsthand that each chicken is an individual who feels pain and fear and doesn't want to die.

