



Attracting Attention to the Plight of Animals

PETA's eye-catching demonstrations garner headlines around the country, informing people about animal issues. We organised numerous demonstrations in 2016 and reached countless people with these and other creative actions:

- Just before International Meatless Day, a PETA member stopped people in their tracks by lying "dead" on a large tray covered with clear plastic to mimic a package of frozen meat.
- PETA members – one wearing a bird costume entangled in "manja" and others wrapped in bandages and hobbling on crutches – gathered in Vadodara to urge residents to celebrate Makar Sankranti without manja, the kite string that is coated with crushed glass, metal shards, or other sharp substances.
- On World Water Day, PETA supporters in Delhi bathed in public to remind people that they can save water by leaving meat, eggs, and dairy foods off their plates. Other pro-vegan demonstrations were held to coincide with World Environment Day and St Patrick's Day.
- Before Republic Day, Lovely Professional University students and PETA supporters who were bodypainted to resemble the Indian flag encouraged people to adopt desi dogs. A similar demonstration was held around Independence Day, and PETA's giant "condoms" promoted animal birth control in Jalandhar in the run-up to World Population Day.
- To coincide with Human Rights Day, which is also International Animal Rights Day, a PETA supporter lay on a giant plate alongside French fries and a knife and fork, near a banner reading, "Try to Relate to Who's on Your Plate". A similar event took place in commemoration of World Meat Free Day. On another occasion, a PETA member was "slaughtered" and strung up like meat in a butcher shop.

- For Valentine's Day, a PETA member who was dressed in a red gown and angel wings distributed red roses and encouraged people to "have a heart: try vegan".
- PETA's costumed "cow" asked Raksha Bandhan celebrants to "protect me – go leather-free".
- Our white "rabbits" protested animal testing in honour of World Day for Animals in Laboratories.
- For Mother's Day, a group of children in cow costumes held signs reminding passers-by in Pune that cows' milk is the "perfect food" – but only for baby cows.
- In Jaipur, PETA members – dressed and painted like snakes – held signs reading, "Be Kind to Snakes: Have a Cruelty-Free Nag Panchami", as the festival approached.

PETA's "Fashion for Freedom – Boycott Zoos" event at North East India Fashion Week – an all-vegan show promoting PETA's campaign against the imprisonment of animals in zoos – was supported by actor Adil Hussain and weavers N Tsomu, Sapna Sidisow, Yaji Chakpu, Ajum Nalo, Yani Tapak, and Anam Chakpu from Arunachal Pradesh. The models and weavers paraded down the catwalk while holding placards that read, "Wild Animals Belong in the Wild, Not in Zoos" and "No More Cages – Say NO to Zoos".

PETA's "Biker Ladies" – decked out in stylish faux-leather jackets and boots – gave out leather-free fashion tips during India Bike Week in Goa. They handed out free helmet stickers, bike tail flags, and anti-leather buttons and literature and urged bikers to "ride without the hide".

Special Thanks

PETA wishes to thank our members and everyone else who helped make this year's remarkable achievements possible. We extend special thanks to our Vanguard Society members. All of your generous donations of time and money are vital to our ability to help animals.

Financial Statement

REVENUES	
Contributions	₹ 56,340,752
Other Income	₹ 256,839

Total Revenues ₹ 56,597,591

OPERATING EXPENSES	
Programmes	
Campaigns and Other Programme Expenses	₹ 25,679,214
Compassionate Citizen Project	₹ 1,606,867
Membership Development	₹ 11,278,537
Management and General Expenses	₹ 16,891,847

Total Operating Expenses ₹ 55,456,465

CHANGE IN NET ASSETS	
Net Assets Beginning of Year	₹ 1,141,126
Net Assets End of Year	₹ 5,646,012
	₹ 6,787,138

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	89.64%
Indirect Programme Support	2.54%
Membership Development	7.82%

The financial statement shown here is for the fiscal year ending 31 March 2016 and is based on our independently audited financial statements.

PETA

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PETA INDIA 2016
Annual Review

Dear Friends,

2016 was a banner year! PETA India saved countless animals and persuaded more and more people to make compassionate choices. We're especially pleased that **more than 1,000 Kendriya Vidyalaya schools now use our humane-education programme, Compassionate Citizen.** And because of PETA, the Animal Welfare Board of India (AWBI), and Union Cabinet Minister Maneka Gandhi, **calves will no longer be killed to teach veterinary science in India!** Non-animal teaching methods will be used instead, sparing the lives of an estimated 1,000 calves a year. Such methods also prevent thousands of frogs, rats, and guinea pigs each year from being dissected.

There's good news from Delhi, Jammu and Kashmir, Uttar Pradesh, Andhra Pradesh, Madhya Pradesh, and Karnataka: these states **banned dangerous manja – sharp kite-flying string** – after PETA pointed out through letters and meetings with government officials that both animals and humans have been killed by the razor-sharp string. We also filed a petition urging the National Green Tribunal to ban all forms of manja nationwide.

Birds can fly free in Dadra and Nagar Haveli, now that this union territory has **banned the cruel caging of birds** after hearing from PETA. And in Rajasthan, the High Court **banned tonga races** after considering a report that PETA helped prepare.

This Annual Review features highlights from 2016 – all of which occurred thanks to the assistance and perseverance of our members and supporters. Thank you for helping us make these achievements possible.

For all animals,

Poorva Joshipura

Poorva Joshipura
Chief Executive Officer



Groundbreaking Victories for Animals

PETA is at the forefront of the campaign to end animal testing in India. After filing a Right to Information request, we received confirmation that **household-product companies are now prohibited from testing soaps and detergents on animals.** This marks the final step in the process PETA initiated in 2014, when we worked with the Bureau of Indian Standards to remove animal tests from the testing standards for household products.

Following appeals from PETA and Smt Maneka Gandhi, **the Ministry of Health & Family Welfare passed an amendment preventing drugs from being tested on animals** if data already exist because the drugs have been approved abroad.

PETA also prompted authorities to pursue strategies to **reduce the number of animals** used to test pesticides, a move that will spare the lives of thousands of animals.

We worked with the Bihar Forest Department to organise a conference on humane elephant management, and we teamed up with Karnataka Veterinary, Animal & Fisheries Sciences University and Kerala Veterinary and Animal Sciences University

Giving Animals a Chance

PETA conducted the first-ever exposé of the abuse of horses, donkeys, and mules in the production of antitoxins and antivenins. Veterinarians and a scientist from PETA, as well as other experts, inspected facilities that make these products from equine blood and observed that many of the animals were anxious and suffering from anaemia, parasites, infected wounds, lameness, blindness, and other serious health problems. Many were forced to stand and lie down in their own waste in barren concrete "paddocks". PETA appealed to the Ministry of Environment, Forest and Climate Change (MoEFCC) and the Committee for the Purpose of Control and Supervision of Experiments on Animals to deny the companies' animal-experimentation registration renewals and immediately revoke their licences to manufacture biological products. In addition, the PETA International Science Consortium is funding research into a humanely produced diphtheria antitoxin.

A team from PETA and Animal Rahat found that horse-drawn carriage drivers in Colaba were flouting traffic rules and violating restrictions. After we reported the findings to authorities, **the Colaba traffic police issued 10 challans to Victoria drivers.**

to offer workshops on animal-friendly veterinary education at Veterinary College, Bengaluru, and the College of Veterinary and Animal Sciences, Mannuthy, Thrissur. The workshops were intended to help faculty implement ethical cadaver-acquisition and -preservation programmes, as was mandated by the Veterinary Council of India (Minimum Standards of Veterinary Education) regulations. Thanks to these regulations, calves and other animals will no longer be killed in order to teach anatomy and surgery to students.

Last year, PETA and Animal Rahat – a PETA-supported animal-relief organisation – persuaded a temple to relinquish Ram Prasad, an elephant who went berserk at a parade, killing a woman and injuring several other people. (He is now safe and secure in a sanctuary.) Because of PETA, **Satara has since banned the use of elephants and other animals during its annual Pal temple festival this year.**

Karnataka officials – working with PETA and Animal Rahat – compelled the Rajkamal Circus to turn over all 17 animals used in its performances. **The circus is now animal-free!**

After the MoEFCC issued a notification permitting events such as jallikattu and bull races – despite a Supreme Court judgement against such events – PETA and others filed petitions with the Supreme Court, and the court stayed the ministry's notification permitting these events. **This means that cruel jallikattu, bull races, and bullfights are still banned.**

After an elephant from Rambo Circus ran amok in Pune, the AWBI urged the MoEFCC to ban elephant performances, based on a report submitted by the members and co-opted members of the AWBI, including experts from PETA.

During an inspection of the Ghazipur slaughterhouse, PETA representatives, along with government officials and other experts, found rampant atrocities. Cattle, who were not stunned before workers slit their throats and hoisted them onto hooks, were conscious and struggling as they bled out, even though stunning is mandated in The Prevention of Cruelty to Animals (Slaughter House) Rules, 2001, and the Food Safety and Standards (Licensing and Registration of Food Business) Regulation, 2011.

Informing, Persuading, Liberating

We are grateful to many wonderful celebrities for helping PETA promote compassionate living, including **Jacqueline Fernandez, Sonakshi Sinha, Virat Kohli, and Shikhar Dhawan,** all of whom signed PETA's petition calling on the government to strengthen India's animal-protection laws.



Sunny Leone starred in a PETA ad encouraging people to adopt a dog from the street or a shelter, and actor **Akhil Akkineni** and rescued dog **Brownie** appear in PETA's ad suggesting that people "adopt love". Popular pro kabaddi team **U Mumba** posed for a PETA ad with some adoptable canine pals, and **Lekha Washington** – holding a cat named **Tripod** – urged fans to adopt animals, especially the most vulnerable ones, for International Homeless Animals' Day. Actor **Priyamani** posed for a PETA ad reading, "Compassion Is Beautiful – Sterilise to Save Lives".

John Abraham auctioned off an autographed NorthEast United Football Club jersey to raise money for PETA's sister group, Animal Rahat. Actor **Adah Sharma** joined other PETA members in urging authorities to ban Mumbai's Victorias. And **Malaika Arora Khan** posed for a PETA ad proclaiming, "Compassion Is Beautiful – Say No to Horse-Drawn Carriage Rides".

We were delighted to have **Neil Nitin Mukesh** pose for an ad for World Elephant Day to remind people not to support animal exploitation by participating in elephant joyrides, and actor **Harshvardhan Rane** also posed for a PETA ad to call attention to this type of cruelty.

Long-time PETA supporter **Raveena Tandon-Thadani** urged the Prime Minister to save forests and wildlife, and PETA booster **Tiger Shroff** sent a letter to the Environment Minister urging him to protect tigers in their natural homes.

And kind cricketer **Kartik Murali** received PETA's Compassionate Athlete Award for encouraging the public to follow his lead and go vegetarian.

