



Annual Review

Dear Friends,

In 2017, PETA reached more people than ever with **attention-grabbing demonstrations, high-profile celebrity ads, hard-hitting investigations, and a social media presence** that is growing by leaps and bounds. We're changing people's hearts and minds, and that's **saving the lives of countless animals.**

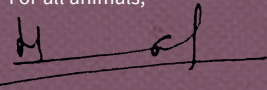
PETA took the message of kindness and respect for animals to a new generation with our **Compassionate Citizen humane education programme, which has been used by 165,880 schools, reaching nearly 58.6 million children** across India. Two more states – Andhra Pradesh and Telangana – **issued notifications asking schools to integrate the programme into their official curricula.**

PETA's **YouTube channel, which features videos on a wide range of animal rights topics, received more than 6 million views** this year, and our **Facebook posts reached over 864,000 people. More than 500,000 people** watched our video about an elephant named Gajraj, who was being kept and abused in a temple, and over 23,000 took action to help him, ending in his rescue.

Because PETA's campaigns are so effective, we're a prime target for animal abusers. We faced unprecedented threats of physical harm from supporters of hideously cruel jallikattu, but we didn't back down. With **new video evidence of rampant cruelty** showing that **participants beat bulls, yanked them by their nose ropes, and twisted and bit their tails, among other forms of abuse, we filed a petition in the Supreme Court of India challenging the constitutional validity of a Tamil Nadu law that (illegally, we believe) permits jallikattu in the state.**

Thank you to our members and supporters for helping us keep beating the odds and making these many victories for animals possible.

For all animals,



Dr Manilal Valliyate
Chief Executive Officer



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Groundbreaking Victories for Animals

Thanks largely to a joint effort by PETA and other groups, the Ministry of Environment, Forest and Climate Change released four new *Gazette of India* notifications under The Prevention of Cruelty to Animals (PCA) Act, 1960, to **strengthen protections for animals**. Under the new rules, **dog breeders and pet shop owners must register with state animal-welfare boards, endangered animals cannot be held captive in marine parks, animals cannot be branded or force-fed liquids, cattle and camels cannot be sold for slaughter at animal markets, and animals may be seized from abusers convicted of cruelty.**

In a massive victory, the Directorate General of Foreign Trade issued a notification amending India's trade policy to **prohibit the importation of the skins of reptiles and the fur of chinchillas, minks, and foxes** after several meetings between PETA and government officials, in which we described the horrific cruelty inflicted on animals killed for fashion.

At the request of PETA and others, the Commissioner of School Education of Andhra Pradesh issued an **advisory urging all schools to make canvas – not leather – shoes the uniform requirement for students**. Andhra Pradesh joins several other states and union territories – including Bihar, Chandigarh, Delhi, Himachal Pradesh, Punjab, and Telangana – which have recommended that schools use non-leather shoes in school uniforms.

Inspections of horse facilities by a team authorised by the Animal Welfare Board of India (AWBI), including a scientist and an equine veterinarian from PETA, revealed the widespread abuse of equines whose blood is used to produce antitoxins – including allowing them to suffer from untreated illnesses and injuries and forcing them to stand in their own waste. The Committee for the Purpose of Control and Supervision of Experiments on Animals **suspended the experimentation licence of Mediclone Biotech Pvt Ltd** – one of the facilities implicated in the AWBI inspection report – because it had repeatedly failed to improve its equine facility and was using sick and unhealthy animals for experiments.

A government committee formed two years ago at PETA's urging to review the "Guidance Document on Toxicology for Registration of Pesticides in India" **paved the way for waiving certain tests on animals and accepting non-animal testing methods that will slash the number of animals killed in pesticide toxicity tests**. Several non-animal methods will now be accepted, such as a skin allergy test that replaces crude experiments in which chemicals are rubbed onto guinea pigs' skin. Also, **immunological and neurological tests on animals are no longer compulsory for**

many pesticides – instead, existing data will be examined first. For other tests, protocols were changed so that far fewer animals will be used.

PETA **donated Elsevier's Animal Simulator education software to medical colleges in order to replace live animals in cruel, archaic classroom exercises.**

After more than 50 years in shackles, being exploited as a tourist attraction in Aundh, Satara, an elderly, ailing elephant named **Gajraj was rescued** following an intensive PETA campaign in which more than **200,000 supporters pushed for his release**. He was taken to the Wildlife SOS Elephant Conservation and Care Center in Mathura, where **he received vital veterinary treatment, experienced freedom from chains, and enjoyed the company of fellow elephants for the first time in decades.**

An **eyewitness investigation into several chicken farms and hatcheries in Andhra Pradesh and Telangana released by PETA revealed the common atrocities** perpetrated against millions of unwanted chicks, who are commonly ground up, drowned, burned, crushed, thrown into rubbish bins to suffocate, and even fed to fish while still alive. **More than 220,000 people watched our video exposé, and thousands took action.**

We **stopped a plan by Ahmednagar district authorities to relocate hundreds of stray dogs** in advance of the Honourable President of India Shri Ram Nath Kovind's visit to Shirdi. PETA informed senior district authorities that **the plan was illegal** under the Animal Birth Control (Dogs) Rules, 2001, and the PCA Act, 1960. We also cited **a Supreme Court order that no method other than sterilisation be used to control stray dogs.**

PETA staffers responded to over **9,600 calls for emergency assistance by rescuing animals in need and providing them with veterinary care, vaccinations, and sterilisation surgeries, in addition to alerting authorities to cruelty cases**. We coordinated with local volunteers to **rescue 31 dogs from an illegal meat operation** in Shillong and **met with local police to discuss better ways of enforcing animal-protection laws**. When a rhesus monkey was **illegally captured and beaten to death** by students at Christian Medical College, Vellore, we **worked with local authorities to get the students charged and suspended**. And after a **video of an actor illegally handling a live snake** on the set of the TV show *Naagarjuna – Ek Yoddha* went viral, we alerted authorities, and those involved were **arrested and charged.**

Informing, Persuading, Liberating

We're grateful to many kind celebrities who have helped PETA promote compassionate living, including *Freaky Ali* star **Amy Jackson** and Bollywood actor **Sunny Leone**, who **appeared in eye-catching PETA ads** encouraging fans to follow their lead and **go meat-free.**

Members of the **Dabang Mumbai Hockey Club** playfully posed with PETA's colourful condom mascots alongside placards that read, "Sterilise Dogs: They Can't Use Condoms!" to benefit PETA's Animal Birth Control programme, which **tackles the dog and cat overpopulation crisis**. The team also **promoted animal adoptions in an ad.**

Quantico star **Priyanka Chopra** teamed up with other celebrities – including Hollywood A-listers **Tom Hardy** and **Casey Affleck** – for a PETA US **video** that features real-life footage of neglected animals filmed by PETA US fieldworkers and **encourages viewers to treat their dogs like family** by never leaving them chained up outside, alone and ignored.

Heartthrob **Neil Nitin Mukesh's ad for PETA – which raises awareness of the suffering of elephants** who are beaten and bullied into giving tourists joyrides – garnered media interest for "Save the Elephant" Day.

PETA pals **Adah Sharma** and **Harshvardhan Rane** offered their modelling services for our **first-ever fashion lookbook, featuring chic, animal-friendly styles** put together by **designers Meg and Komie Vora** of the all-vegan clothing line **Delikate Rayne.**

And PETA continued to keep fashion's focus on cruelty-free trends. We wowed fashionistas with **information about and presentations of vegan fashion at The Indian Luxury Expo, the JD Institute of Fashion Technology's Annual Design Awards, and other fashion schools, including FAD International in Pune and the National Institute of Fashion Technology in Shillong.**



Cruel Activities Cancelled, Banned, Stopped

PETA's achievements for animals in 2017 also include the following:

- We persuaded **organisers of a cricket match to scrap plans to give away live animals**, who were to be slaughtered and eaten, and to replace them with cash prizes.
- We worked with other groups to persuade the Municipal Council of Kullu to **refuse to grant permission for animal sacrifices** at the Dussehra festival.
- We got **bull races**, in which bulls are beaten to make them run faster, **cancelled** in Hoshiarpur and Ludhiana, and a **horse and bull race** in Gorai, Mumbai, was **stopped** after we worked with the Mumbai Police Commissioner.
- Because of our legal intervention, the Rajasthan High Court **upheld a state-wide ban on tonga races**, and in view of the 2014 judgment of the Supreme Court of India, in which PETA was a petitioner, **the Bombay High Court refused to lift the ban on bullock cart races in Maharashtra**.
- As part of a Bombay High Court case in which PETA was an intervener, the court accepted a plan from the Maharashtra government **for phasing out horse-drawn Victoria carriages** in Mumbai.
- We held **workshops on humane castration methods for bulls** that were attended by **nearly 180 government veterinarians in Maharashtra**.
- In conjunction with the police, we conducted raids on shops in Kurla to **seize deadly glass-coated manja that was being sold illegally** and also persuaded the Mumbai Police Commissioner to **issue a circular banning the sale, use, and possession of manja** in Mumbai.

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Animal-Friendly Businesses

PETA would like to thank the following compassionate companies: Vegan First, Smartlearning.in, Soulflower, and *VegPlanet Magazine*. These members of the PETA Business Friends programme are generous supporters of animal rights. To learn more about this programme, please visit PETAIndia.com.

Special Thanks

PETA wishes to thank our wonderful members, who helped make this year's achievements possible. We extend special thanks to our Vanguard Society members, whose compassion and commitment to our critical work are vital to our ability to help animals.

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Financial Statement

REVENUES

Contributions	₹ 67,900,133
Other Income	₹ 230,367

Total Revenues ₹ 68,130,500

OPERATING EXPENSES

Direct Expenditures	₹ 48,605,078
Employee Benefits Expenses	₹ 7,069,340
Depreciation and Amortisation	₹ 1,125,726
Other Expenses	₹ 12,294,915

Total Operating Expenses ₹ 69,095,059

CHANGE IN NET ASSETS

Net Assets Beginning of Year	₹ 6,427,330
Net Assets End of Year	₹ 5,462,771

OPERATING EXPENSE ALLOCATION

Direct Programme Support	89.42%
Membership Development	8.14%
Management and General Support	2.44%

Net assets include fixed assets of ₹ 3,296,758. They also include ₹ 2,000,000 that PETA India is holding in a Corpus Fund.

The financial statement shown here is for the fiscal year ending 31 March 2017 and is based on our independently audited financial statements.

PETA

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