



Other Endorsements

“The programme is a good initiative to encourage young minds and [assist] them in developing compassion towards animals.”

– **Mr S Srinivas Swamy, Master-in-Charge, The Doon School, Dehradun**

“The Compassionate Citizen programme ... focus[es] on the need to understand and care for animals while teaching children humane attitudes and respect towards animals. ... The [i]nteractive session was very thought-provoking.”

– **Ms Gayathri Ramachandran, Director of Social Awareness and Outreach, St Columba’s School, New Delhi**

“The material is very useful as it helps sensitise our youngsters towards being kind to ... animals. We have already ensured that all levels – Nur[sery] to class IV [–] are exposed to the activities listed in the material and hope to continue it as part of our regular school activities. We have also uploaded a few value-based stories online on our website for the parent body to be aware of this programme.”

– **Mrs Sumita Gupta, Headmistress, Delhi Public School International, New Delhi**

“The programme was very informative and interesting. The video brought out some amazing facts about animals. It [informed] the children about the plight of animals, especially stray animals. As it was an interactive session, children could share a lot of their views and experiences with animals.”

– **Ms Maria Da Silva, Headmistress, Jamnabai Narsee School, Mumbai**

“It was a wonderful and enriching experience for our students.”

– **Ms Sneha Nigandhi, Activities Coordinator, Aditya Birla World Academy, Mumbai**

“In today’s age of endless violence, compassion sometimes seems a rare quality. It is now a well-documented fact that many murderers and other criminals have a history of cruelty to animals. Teaching compassion to young children can be a good preventive measure in the effort to reduce crime. Compassionate Citizen is an apt tool that can be used to [teach] children about being kind and respectful towards all beings, including animals, and to help build a less violent and more peaceful society.”

– **Mr Prakash Krishna Gawane, Senior Inspector of Police, Thane, Maharashtra**



Compassionate Citizen Programme: An Overview

Animals play an integral role in the natural world, yet throughout history, humans have often treated them more like objects than feeling beings. Thanks in part to naturalists such as Dr Jane Goodall, we now recognise that non-human animals are far more complex than we once realised and that they're capable of experiencing anxiety, suffering, and joy.

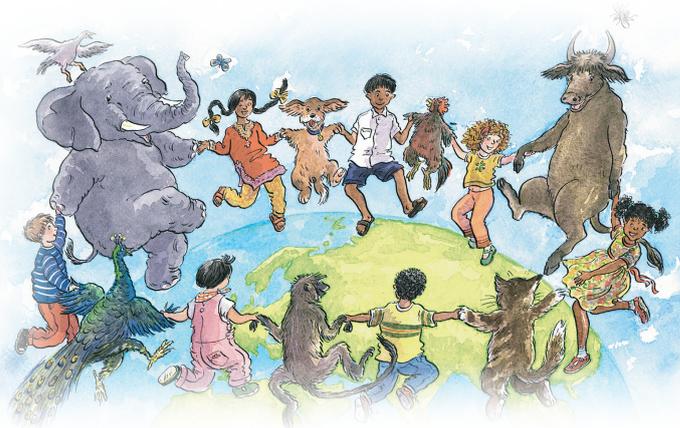
For today's young people, developing empathy for animals can be a key step towards developing compassion for – and rejecting violence against – all sentient beings, including humans. It's important, therefore, that students learn that the animals with whom we share this planet are, in many ways, not very different from us.

After extensive research, educational consultants and teachers have determined that the optimal time to introduce humane education to students is when they're between 8 and 12 years old. At this age, they're old enough to understand why cruelty is morally wrong. **Compassionate Citizen** is the People for the Ethical Treatment of Animals (PETA) India version of Share the World, the internationally recognised humane education programme of PETA US, which is designed to help students at this formative age better understand and appreciate animals.

Most children naturally feel concern and affection for animals but learn cruelty from society and often lose sight of their inherent compassion. Of course, a lack of respect for other species can translate into insensitivity and cruelty towards humans, too. It's now well documented by sociologists, psychologists, and law-enforcement agencies that childhood violence against animals is often an early warning sign of future acts of violence towards humans. Through education, we hope to create a future in which animals, the environment they live in, and our fellow humans will be treated with kindness and respect.

The Compassionate Citizen programme has been endorsed by the **Animal Welfare Board of India**, the **Central Board of Secondary Education (CBSE)**, and **Kendriya Vidyalaya Sangathan (KVS)**. Together, the CBSE and KVS have issued notifications to over 19,000 affiliated schools across India asking them to use the programme and explaining how it can be easily included in their **language arts, science, social studies, environmental science, and value education** curricula. The programme is also perfect for use by integrity, eco, and animal rights clubs in schools. Although it's designed to be included in the monthly curriculum, it can also be used for a shorter period of time, including as a one-day workshop.

Compassionate Citizen is offered to schools and teachers free of charge and has been used by over 1.6 lakhs schools, including government, private, international, CBSE-affiliated, and KVS schools in Andhra Pradesh, Chandigarh, Delhi, Goa, Gujarat, Haryana, Kerala, Madhya Pradesh, and Telangana, reaching nearly 60 million children across India. Prominent schools that have used the programme include The Doon School in Dehradun; St Columba's School, Delhi Public School International, Springdales School, The Mother's International School, and Sanskriti School in New Delhi; and École Mondiale World School, Bombay Scottish School, Jamnabai Narsee



**“The greatness of a nation
and its moral progress can
be judged by the way its
animals are treated.”**

– Mahatma Gandhi

International School, and Aditya Birla World Academy in Mumbai. It's also used and promoted by many non-governmental organisations, including LIFE Trust, People for Animals, Rashtriya Gram Utthan Sansthan Charitable Trust, and the Satnam Sewa Ashram.

The latest version is currently available in English and Hindi but can be translated into other languages should there be a significant need.

In the activities that form the core of the programme, students use their reasoning and writing skills to examine the meaningful and complex lives of animals, explore the changes in their relationship with humans throughout history, discover alternatives to using them, and learn how to respond when they're in trouble. After completing the programme, students will have gained a richer understanding of animals and learned to treat them as fellow beings who deserve compassion and respect.

The programme consists of a 23-minute video featuring suggested topics for discussion and footage of animals. It also comes with a teacher's guide, reproducible activity sheets – including a colouring sheet and a kindness pledge that children can sign – a full-colour wall poster, and an insert describing easy ways teachers and schools can encourage students to help animals. The video is narrated by children so that students can more easily relate to it and be inspired by their peers. Teachers are encouraged to send feedback to PETA India in order to help us gauge the success of the programme.

Celebrity Endorsements



LARA DUTTA

“Including Compassionate Citizen in school curricula will go a long way in building a new generation of socially aware children who have a better understanding [of] and respect for animals and the environment they live in.”



RAVEENA TANDON THADANI

“My children have always been surrounded by rescued animals at home, and that has inculcated love, compassion and respect in them. An educational programme like Compassionate Citizen will help develop empathy and appreciation for animals, the environment they live in and [humans].”



JACKIE SHROFF

“Compassion is what I learned from my mother, and for me, all children should imbibe this virtue of caring and feeling for all living souls. Compassionate Citizen, I feel, is the perfect programme to help children develop respect for animals.”



ANUPAM KHER

“There is no better approach to teaching children the value of human life than instilling in them an appreciation for all life. If you can teach a child to respect and protect the smallest and most maligned among us – as PETA [India]’s humane-education programme does – you create a better citizen.”



MANGTE CHUNGNEIJANG MARY KOM

“One of the best ways to knock out cruelty to animals is to teach compassion to young people. Animals need us in their corner. With violence seemingly all around us, it is more important than ever that we teach lessons of respect and kindness in the classroom.”

