

No.P3-5719/13/SSA

Date : 03.08.2014

From

State Project Director
Sarva Shiksha Abhiyan, Kerala

To

All District Project Officers

Sir,

Sub:- SSA -Kerala- Distribution of compassionate citizen education kit - reg.

People for the Ethical Treatment of Animals (PETA) India is a well known animal protection, group in the country. Compassionate Citizen is PETA, Indias' version of the internationally recognized PETA US' humane -education programme, Share the World, which is designed to help students better understand and appreciate animals. The programme has been endorsed by the Animal Welfare Board of India, a statutory body operating under the Ministry of Environment. The programme can be included in the school curriculum via languages, science, social science etc. It is also perfect for use in ecoclub and animal rights clubs in schools. Through this programme, PETA hopes to ensure a future in which Animals, the environment they live in and people are treated kindly and respectfully.

This programme can be introduced in schools using the Compassionate Citizen education kit which consists of a teacher's guide, reproducible activity sheets, a reading unit with adaptations from true animal stories and a 28 minute video with remarkable animal footage. The material translated in Malayalam by PETA and a soft copy of the same has already been sent to you. You are requested to distribute one copy each of the material to the maximum number of schools in your district.

Yours faithfully,


State Project Director

NB: PETA can also be invited to conduct teacher training programme in your district to empower the teachers to use this education kit. They are ready to bear their cost of travel and stay during there programme.