

To  
The President  
All Indian Political Parties  
National and Regional

1 April, 2019

Subject: **URGENT: The Election Commission of India Bans the Use of Animals in Lok Sabha Election Campaigns**

Dear Sir/Madam,

I'm writing from People for the Ethical Treatment of Animals (PETA) India on behalf of our more than 1.2 million members and supporters to inform you about a ban on the use of animals in election campaigns in the *Manual on Model Code of Conduct* (MMCC) by the Election Commission of India (ECI).

Under the heading "Use of Animals in Election Process", the MMCC states, "The Election Commission has advised the political parties and candidates, to refrain from using any animal for election campaign in any manner. Even a party, having reserved symbol depicting an animal should not make live demonstration of that animal in any election campaign of the Party/any of its candidate." Under "Regulation of Road Shows During Elections", the manual also states, "Display of animals in road shows is totally banned."

As you know, using animals in election campaigns is unnecessary, archaic, and cruel. During these campaigns, animals are terrified by being forced into the middle of screaming crowds. They're often beaten, whipped, kicked, and terrorised while being paraded through the streets and shoved by shouting mobs. They're also often forced to carry loads in excess of their physical capacities, denied adequate food and water, and seriously injured in the mayhem.

We request that you issue directions to your party cadre in order to comply with the provisions of the MMCC by running eye-catching and creative campaigns that don't subject animals to frightening, frenetic crowds.

We're also appealing to the public to report any violations of the MMCC – particularly any use of animals in election campaigns by political parties – through the cVIGIL ("Vigilant Citizen") mobile application of the ECI. It allows people to document violations with pictures or videos in order to establish the veracity of a complaint *ex post facto* and offers a fast-track complaint reception and redressal system. This enables users to play a proactive and responsible role in order to help ensure free and fair elections, and it can also help protect animals from abuse. Reporting violations in this way will allow the ECI to take necessary action.

Affiliates:

- PETA US
- PETA Asia
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)

Registered Office:  
Regus Office Centre Services Pvt Ltd  
M-4 (Ground & First Floor)  
South Extension II  
New Delhi 110 049

CIN: U74899DL2000NPL103217

We hope you will demonstrate unmatched leadership by implementing this important provision to protect animals.

I can be reached on +91 9910397382 or at [NikunjS@petaindia.org](mailto:NikunjS@petaindia.org).

Sincerely,



Nikunj Sharma  
Associate Director of Policy

**Enclosure**

Copy of the MMCC by the ECI

PETA India  
PO Box 28260  
Juhu, Mumbai  
400 049  
(22) 4072 7382  
(22) 2636 7383 (fax)

[Info@petaindia.org](mailto:Info@petaindia.org)  
[PETAIndia.com](http://PETAIndia.com)

**Affiliates:**

- PETA US
- PETA Asia
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)

Registered Office:  
Regus Office Centre Services Pvt Ltd  
M-4 (Ground & First Floor)  
South Extension II  
New Delhi 110 049