They Do *Not* Belong to Us

Working to Protect Animalkind

PeTA
INDIA
2020
Annual Review

Dear Friends,

In 2020, we celebrated PETA India's 20th year of historic progress for animals, and while the coronavirus pandemic brought the world to a near standstill, animal suffering didn't stop – so neither did we.

As lockdowns left community animals in danger of starvation and without veterinary care, **PETA India called for expanding "essential services" to include animal rescue, emergency aid for animals, and mobile veterinary services**. After hearing from us, Assam police ordered local officials to take steps to stop people from abandoning animal companions because of misguided beliefs about COVID-19 (which we worked to dispel).

We sounded the alarm that another pandemic is imminent if we don't stop confining and killing animals for food, a fact that we underscored with **our release of video footage recorded at blood-soaked live-animal markets across India** – revealing dog slaughter, a wildlife-meat trade, and shockingly filthy conditions. **We called for the immediate closure of such facilities** in order to help stop the spread of deadly diseases.

We vastly increased our online reach for animals, garnering **more than 1.5 million Facebook followers on our English and Hindi pages, more than 155,000 Twitter followers, and more than 150,000 Instagram followers**. We also took our Compassionate Citizen humane education programme online, holding virtual workshops for students across the country as well as trainings for teachers.

For two decades, PETA India has spread the message that animals should be respected, not exploited, and we'll continue this vital work – with the help of our members and supporters – until everyone sees animals as some*one*, not some*thing*.

For all animals,

Dr Manilal Valliyate
Chief Executive Officer

Groundbreaking Progress for Animals

After hearing from PETA India, the Indian Pharmacopoeia Commission **removed a lethal animal test for vaccines for human use** from its official compilation of approved tests for drugs manufactured and marketed in India and a government agency released guidelines that call for **minimising testing on animals** when evaluating the safety of nano-based agricultural and food products.

Acting on a tip from a student at Maharaja Agrasen Medical College – who reported that rabbits being used to train undergraduates were apparently denied food for days and crowded into wire cages that cut their paws – **PETA India immediately contacted the director-principal of the institution, who agreed to stop using animals**.

Funding from the PETA International Science Consortium Ltd., of which PETA India scientists are members, helped lead to the creation of **EpiAlveolar, a first-of-its-kind human cell–based 3-D lung model** that will be used to study the effects of chemicals and other substances on the deepest part of human lungs – without forcing animals to inhale the substances.

After receiving a tip that a poultry farmer panicking about the coronavirus planned to bury baby chicks alive, a team that included **PETA India and government officials sprang into action and rescued 150 birds**, who were taken to a sanctuary for rehabilitation.

Following appeals by PETA India, Assam, Bihar, Chhattisgarh, and Goa **pledged to support the use of** *in ovo* **sex-determination technology** when it becomes commercially available in the country. This technology identifies male embryos at an early stage of development so that an egg, rather than a live bird, can be destroyed. Various states – including Andhra Pradesh, Gujarat, Haryana, Jammu, Kerala, Madhya Pradesh, Maharashtra, Rajasthan, Uttarakhand, and Uttar Pradesh – **also took steps to stop the poultry industry from killing unwanted chicks in cruel and illegal ways**. Our exposé revealed that workers commonly kill male chicks (because they can't lay eggs) as well as those who are sick, deformed, or otherwise considered "useless" by crushing, grinding, burning, drowning, and even feeding them alive to fish.

After hearing from PETA India, authorities in Mizoram and Telangana ordered police to **enforce state laws to stop the illegal transport and slaughter of animals for sacrifices**, including for Bakr-Eid.

A scam ad – which claimed that eating chicken boosts immunity and could help beat the coronavirus – **was pulled after PETA India complained** to the Advertising Standards Council of India. **We urged the public to "move away from meat"** – the best way to stop future pandemics – with full-page ads in *The Times of India*.

Tips from PETA India led **police in Ahmedabad and Delhi to seize hundreds of kilograms of illegal manja** – kite-flying string that is coated with ground glass or metal shards – and several shops in Delhi were sealed immediately. Thousands of birds die every year when they are cut or trapped by the sharp string, which also injures and kills humans.

After being alerted by PETA India, **authorities in Ludhiana put the brakes on an illegal bullock cart race**. Our investigations have revealed that during these cruel races, bulls are often beaten mercilessly to force them to run faster.

After being contacted by PETA India, **Assam, Bihar, Goa, Haryana, Himachal Pradesh, Maharashtra, Rajasthan, Telangana, and Uttar Pradesh ordered local authorities to enforce laws against painful spiked bits**, which are put in horses' mouths in order to control them. With our help, police in Himachal Pradesh conducted an enforcement drive and seized the vile devices.

Until jallikattu is banned, PETA India will keep exposing the cruelty behind this archaic spectacle. To help us do this, we launched **Jallikattu.com**, which highlights video footage and photos from our many eyewitness investigations. We also filed findings from our 2020 investigation – revealing that **bulls were kicked, whipped, jabbed with nail-studded sticks, and more** – with the Supreme Court.

PETA India presented Kanpur Flowercycling with an Innovation in Fashion Award for its product **Fleather, biodegradable leather made from discarded temple flowers** that would otherwise end up in the Ganges.

Following years of pressure from PETA India, **e-commerce portal OLX India banned sales of live animals**.

PETA India teamed up with the Uttarakhand and West Bengal forest departments and internationally renowned elephant behaviourist Margaret Whittaker to teach officials from zoos, forest camps, and other entities how **to use rewards – not intimidation, abuse, or ankuses – to manage captive elephants**.

PETA India's legal team works diligently to ensure that government agencies fulfil their duty to protect animals. This year, we filed petitions in the courts seeking enforcement of a ban on two-wheeled horse-drawn carts (tongas), an end to the use of animals in circuses, rules mandating humane animal husbandry procedures, and more.

Informing, Persuading, Liberating

We are grateful to many kind celebrities who have helped us promote compassionate living, including **Rakul Preet Singh**, who starred in this sassy ad for World Environment Day.

In the lead-up to Bakr-Eid, PETA India and actor **Sadaa Sayed** – who owns a vegan café – donated vegan biryani to hundreds of children living in orphanages in Mumbai.

Bollywood singers **Neha Kakkar**, **Tony Kakkar**, **Jasleen Royal**, **Nikhita Gandhi**, and **Shashwat Singh** signed an appeal on behalf of PETA India urging Prime Minister Narendra Modi to strengthen penalties for animal abusers under The Prevention of Cruelty to Animals Act, 1960.

Bollywood beauty **Sunny Leone** was "skinned alive" in a hard-hitting PETA India ad exposing the cruelty of leather, and sprinter and LGBTQ+ trailblazer **Dutee Chand** encouraged the public to "take pride in respecting animals".

From a virtual protest featuring an army of adorable animal figurines urging, "Stop animal testing," to activists dressed in biohazard suits to draw attention to the leather industry's toxic pollution, **PETA India's cheeky and provocative actions kept animal issues in the news**.

Before the coronavirus lockdown, **PETA India's youth division helped inspire the next generation** of animal advocates at universities across the country and the always popular Comic Con India. Young people watched PETA India's "Glass Walls" video, enjoyed free vegan food, and signed a pledge to go vegan for 30 days. (After the lockdown, we switched to virtual events.) And **50,000 students from schools across the country signed our petition** urging government officials to ban the use of animals in circuses.

PETA India to the Rescue

PETA India staffers responded to more than 20,000 calls for emergency assistance, which included rescuing animals in need and providing them with veterinary care as well as vaccinations and sterilisation surgeries, in addition to alerting authorities to cruelty cases.

Following an emergency call from a local resident, **PETA India worked with Uttar Pradesh forest department officials to rescue a traumatised baby monkey** whose mother had been hit by a motor vehicle.

We worked with local police to find two men who had tied up a community dog and thrown him into a pond to drown while hurling stones at him – as well as a third person who made a video of the gruesome spectacle – **and ensured that they were arrested**. We registered a police complaint against a man who had viciously strangled a puppy to death for chewing up his slippers, and he was also arrested. And we secured emergency veterinary care for a dog who was suffering from a rectal prolapse after being strangled and called for the perpetrator to be punished to the fullest extent of the law.

Following three months of pressure from PETA India, a stowaway cat who was found in a container that had arrived from China at the Chennai port **was finally released and put up for adoption**. She had been facing deportation back to China – where she likely would have been killed – because of legal hurdles and ignorance surrounding the novel coronavirus.

Animal-Friendly Businesses

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

Special Thanks

We also wish to thank all our **wonderful members**, who helped make this year's achievements possible. Special thanks to our **Vanguard Society members**, whose commitment to our critical work is vital to our ability to help animals.

Financial Statement

REVENUE

Contributions	₹106,320,219
Other Income	₹ 302,236
Total Revenue	₹106,622,455

OPERATING EXPENSES

Direct Expenditures	₹ 75,406,685
Staff Costs	₹ 12,475,451
Depreciation and Amortisation	₹ 1,938,984
Other Expenses	₹ 15,898,616
Total Operating Expenses	₹105,719,736

CHANGE IN UNRESTRICTED NET ASSETS*	₹ 902,719

Net Assets Beginning of Year

Unrestricted	₹ 6,108,512
Corpus Fund	₹ 2,550,000
Total	₹ 8,658,512

Net Assets End of Year

Unrestricted	₹ 7,011,231
Corpus Fund	₹ 2,550,000
Total	₹ 9,561,231

OPERATING EXPENSE ALLOCATION

Direct Programme Support	91.78%
Membership Development	5.93%
Management and General Support	2.29%

*Net assets include fixed assets of ₹5,669,527 and an additional ₹2,550,000 which PETA India is holding in a corpus fund.

The financial statement shown here is for the fiscal year ending 31 March 2020 and is based on our independently audited financial statements.

PeTA India