

PETA India To the Rescue

In addition to helping police register first information reports in over 300 cruelty cases, PETA India staffers responded to more than 90,000 calls for emergency assistance, which included rescuing animals and providing them with veterinary care as well as vaccinations and sterilisation surgeries.

Many of the animals we help require ongoing care. **After community dog Rani was hit by a car, we rushed her to a nearby veterinarian** then continued to advise her on-site caretakers for several months. **It took three attempts for our fieldworkers to catch Tom, a community cat who had been badly wounded in a fight.** Following six months of treatment, he was sterilised and released back into his community.

Acting on a complaint filed by PETA India, the **Thane Rural Police seized three starving dogs** who had been reduced to skin and bones **from an illegal "pet" boarding facility.** We also worked with authorities to **shut down an illegal pet shop in Juhu.**

On learning that a grey langur had been illegally tied to a tree in Lucknow to keep other monkeys away, **PETA India worked with the local forest officer to rescue the animal and release him into his natural habitat.**

PETA India and the Delhi Fire Service **freed a crying kitten who had been trapped inside a drainage pipe** for 12 hours. This is just one example of the everyday dangers community animals face. **We also came to the rescue of a cat whose head was stuck in a jar, dogs who had fallen into drains, and a mother cat and kitten trapped in a ventilation shaft.**

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	₹ 101,383,356
Other Income	₹ 314,624
Total Revenue	₹ 101,697,980

OPERATING EXPENSES	
Direct Expenditures	₹ 69,855,928
Staff Costs	₹ 10,573,053
Depreciation and Amortisation	₹ 1,900,229
Other Expenses	₹ 11,656,483
Total Operating Expenses	₹ 93,985,693

CHANGE IN UNRESTRICTED NET ASSETS*	
Net Assets Beginning of Year	
Unrestricted	₹ 7,011,231
Corpus Fund	₹ 2,550,000
Total	₹ 9,561,231
Net Assets End of Year	
Unrestricted	₹ 14,723,518
Corpus Fund	₹ 2,550,000
Total	₹ 17,273,518

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	93.33%
Indirect Programme Support	5.09%
Membership Development	1.58%

*Net assets include fixed assets of ₹4,345,338 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 2021 and is based on our independently audited financial statements. Operating expense allocation percentages are calculated by management and reviewed by an independent third party.

We're Their Guardians, Not Their Masters

Working to Protect Animalkind

PETA
INDIA
2021
Annual Review

PETA India

PO Box 28260, Juhu, Mumbai 400 049
+91 22-4072 7382 • +91 22-2636 7383 (fax)
Info@petaindia.org • PETAIndia.com

Dear Friends,

We all hoped the pandemic would be behind us by the end of the year, then along came the Delta variant. With continued lockdown restrictions, PETA India was flooded with reports about community animals with nowhere to get anything to eat. **Our Emergency Response Team was even busier than ever.**

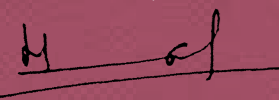
We appealed to the central government body the **Animal Welfare Board of India, which issued an urgent advisory requesting that states and union territories allocate sufficient funds for feeding community animals** and designate veterinary service providers and animal feeders as “frontline workers”.

This is vital, lifesaving work, but PETA India is much more than an organisation engaged in addressing national animal emergencies, and that’s what sets us apart. **With your help, we are challenging the human-supremacist view that we are somehow superior to other animals in a way that can justify abusing, exploiting, and killing them.** As you’ll read in these pages, PETA India is ending deadly tests on animals, promoting vegan living (that means food *and* clothing), helping to get the use of animals in circuses prohibited, and much more.

While some people were buying “pandemic puppies”, PETA India released a video promoting animal adoptions that included celebrity friends **Raveena Tandon, Trisha Krishnan, and Sunny Leone** and reached more than **9 million Twitter users!** We also expanded our reach on Facebook, garnering more than 1.5 million followers on our English and Hindi pages combined.

Keep reading for just a few highlights of our work in 2021, and visit our website, PETAIndia.com, to see more. We hope you’ll be inspired to take action, too, whether it’s by ditching dairy, shunning silk, adopting a desi dog, or all those kind deeds.

For all animals,



Dr Manilal Valliyate, CEO



Cow: © Anesh Sanjivankutty • Buffalo: © iStock.com/sal73it

© Maryswift | Dreamstime.com

© iStock/Bebedi



Groundbreaking Progress for Animals

Following recommendations by PETA India, the **Bureau of Indian Standards’ Animal Husbandry, Feeds and Equipment subcommittee replaced a cruel, deadly test on guinea pigs with a superior, non-animal method.** The outdated test had been used to determine if animal feed was contaminated with anthrax – by injecting animals with samples of the feed.

After hearing from us, the **Indian Pharmacopoeia Commission proposed significantly reducing the use of animals during the production of recombinant antibody drugs** – and recommended that pharmaceutical companies use modern, non-animal methods instead.

Our recommendations to the government helped lead to **new rules ensuring that the ban on imported animal-tested cosmetics is more stringently enforced.**

A PETA India scientist presented work virtually at the **11th World Congress on Alternatives and Animal Use in the Life Sciences**, which is attended by thousands of scientists worldwide. PETA scientists from India, the US, and Europe **chaired four sessions and gave two oral presentations and 15 posters**, including one on India’s Draft Chemicals (Management & Safety) Rules, 20xx.

Ahead of Eid al-Adha – during which thousands of goats, sheep, and other animals are slaughtered – **PETA India appealed to Prime Minister Narendra Modi to amend The Prevention of Cruelty to Animals Act, 1960, to remove the exemption given to animal sacrifice and classify it as cruelty.** Our investigation revealed that illegal, makeshift goat markets mushroomed across Mumbai in the lead-up to the holiday. At our urging, **police in Manipur issued an order to the superintendents of police in every district, directing them to ensure that no illegal animal sacrifices occurred in the state for Eid.**

Following a PETA India complaint based on whistle-blower reports that **a horse died in a head-on collision during the shooting of the Tamil film Ponnaiyan Selvan**, the Animal Welfare Board of India (AWBI) launched an investigation.

After a **central government committee report incorporated our recommendations that elephant rides at Amer Fort be replaced with electric vehicle rides**, we collaborated with leading design company Desmania Design to create an electric royal chariot to carry tourists in style. **The Rajasthan government also ordered Amer Fort to stop using 20 aging, ailing elephants** for rides based on the report.

Following a **hard-fought campaign by PETA India, the Central Zoo Authority derecognised every circus in the country, disallowing them from using elephants for performances, and several major animal circuses** – including Great Prabhat Circus, Great Royal Circus, and Rajmahal Circus – **have shut down. Our legal team helped secure a spacious home for a hippopotamus rescued from Asiad Circus**, and an advisory from the AWBI to the central government to pass legislation banning animals in circuses was issued a second time.

After being alerted by PETA India, **Maharashtra police in Pimpri Chinchwad, Pune Rural, and Thane put the brakes on illegal bullock cart races and stopped an illegal cockfight in Bhandara.**

Tips from PETA India led police in Delhi to seize several kilos and hundreds of spools of illegal kite-flying string coated with ground glass or metal shards, which kills thousands of birds every year.

An appeal by PETA India led the Telangana state government to ban the manufacture, sale, and use of vile glue traps, a cruel method of “pest” control which sentences animals to a slow and painful death.

Ahead of Independence Day – and following PETA India’s request – **the AWBI issued a new advisory to all states and union territories recommending a prohibition on caging birds. Tips from PETA India helped birds fly free in Indore, Kolkata, and Mumbai** after officials rescued illegally kept parakeets and cockatiels.



Photo: Taras Tarapourale



Photo: Erikos Andreou

Informing, Persuading, Liberating

We’re grateful to many kind celebrities who are helping us end speciesism, including **Sanya Malhotra**, who turned heads with this compelling ad.

Actor and comedian **Raju Srivastava** starred in a PETA India video spotlighting the rampant use of illegal spiked bits on horses who are exploited for wedding ceremonies.

Bollywood heartthrob **Sonu Sood** reminded fans that there’s nothing more attractive than kindness in his “Chicks Love a Vegetarian” ad. Actor **Adah Sharma** also showed love to chickens when she hosted our Christmas lunch for hens who were rescued from slaughter.

Manushi Chhillar traded her Miss World crown for one made of broccoli, asparagus, and tomatoes for our pro-vegan Earth Day ad.

John Abraham, Madhuri Dixit, Shilpa Shetty, and **Sunny Leone** joined our virtual anniversary party which celebrated major strides in and accomplishments for animal rights, including rescues and legislative victories.

As COVID-19 caused many migrant workers to face job losses and food shortages, actor **Sunny Leone joined with us to donate 10,000 nutritious vegan meals** to migrant workers in Delhi. She also participated in an exclusive Instagram Live event with PETA India to promote cruelty-free cosmetics.

Supermodel and actor **Milind Soman** and his wife, **Ankita Konwar**, starred in our vegan fashion lookbook, which was released to coincide with **FDCl x Lakmé Fashion Week’s leather-free Sustainable Fashion Day.**

Ahead of World Fashion Day, **33 leading designers gave leather the boot after PETA India and Lakmé Fashion Week explained how leather harms animals and the environment.**

We took action to ensure that people seeking animal companions act responsibly. Following pressure from PETA India, **e-retailer Quikr stopped facilitating the sale of live animals**, although enforcement is now an issue. And for **International Yoga Day**, we placed advertisements in many cities **encouraging people to adopt a yoga buddy** – a playful cat or dog – from a local animal shelter.

After two strains of bird flu were found in India, **our thought-provoking billboard got the vegan message out. And our “Thou Shalt Not Kill” billboard rose in time for Easter.**

For World Vegan Month, **PETA India erected billboards in major cities asking shoppers to ditch leather, wool, and exotic skins** and “wear something vegan” instead. And for World Vegan Day, **several supporters drenched themselves in “blood”.**

PETA Youth gave talks at 40 universities across the country, reaching over 4,000 young people with information on going vegan. We also collaborated with the Indian Institute of Technology–Bombay on a summer internship programme. The students conducted Compassionate Citizen workshops for schoolchildren to teach them to treat animals humanely.

PETA India conducted 160 virtual workshops for 8- to 12-year-olds, **showing more than 4,200 students the importance of extending kindness to animals** in their daily lives. **The Delhi Directorate of Education issued a new circular granting permission to conduct our humane education programme, Compassionate Citizen, in Delhi government schools.**

