

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
INDIA

PETA India
PO Box 28260
Juhu, Mumbai
Maharashtra 400049
022 40727382

Info@petaindia.org
PETAIndia.com

MOST URGENT

Shri Joseph Vijay ji
Founder and Party Leader
Tamilaga Vettri Kazhagam (TVK)
8th Avenue, Panaiyur,
Chennai, Tamil Nadu- 600119

Via Email and Post

Email: suggestions@tvkvijay.com

24th April 2026

Subject: Regarding the use of live birds painted in party colors during an election campaign in Tamil Nadu.

Dear Shri Vijay ji,

I am writing on behalf of People for the Ethical Treatment of Animals India (PETA India) and our more than two million members and supporters concerning recent [media reports](#) and the [video](#) in circulation (**Annexure 1**) of doves painted in party colours and used by Tamilaga Vettri Kazhagam (TVK) for election campaigning. PETA India has been inundated with calls from concerned citizens who care about birds who have been upset by their handling, paint with potentially toxic colours and use. Their use constitutes a violation of the Election Commission of India's (ECI) advisory dated 19 September 2012 (**Annexure 2**), which explicitly directs political parties and their workers to refrain from using animals in any manner during election campaigns and to remain mindful of the Model Code of Conduct (MCC) and the legal provisions governing cruelty to animals.

In these contexts, we request that the discussed birds whose feathers were painted be relinquished to PETA India for appropriate care and rehabilitation. Further, we urge you to strictly implement a written policy fully compliant with the ECI's MCC and the laws against the use of animals, and to take concrete steps to sensitize and educate all party workers, office bearers, and supporters in respect for animals and their protection.

Doves are highly sensitive birds, and subjecting them to handling, painting, confinement, and release in noisy, crowded environments can cause severe stress, injury, sickness and long-term harm. The application of paints or dyes to feathers may interfere with insulation, flight, and natural behaviour, and may expose birds to toxic or injurious substances via their skin or when they preen. Such acts also violate provisions of the Prevention of Cruelty to Animals Act, 1960, including Section 3 and Section 11(1)(a) (treating any animal so as to subject it to unnecessary pain or suffering) and Section 11(1)(c) (willfully and unreasonably administering any injurious drug/substance or causing/attempting to cause it to be taken by any animal).

Adopting a robust policy to categorically prohibit the use of animals in political campaigning would not only prevent future violations and guide party workers and supporters, but would also demonstrate a responsible, lawful, and compassionate approach to public life. PETA India would be pleased to assist TVK in framing such a policy and providing guidance.

We trust in your leadership to uphold the law, protect animals from cruelty, and ensure that election campaigns do not involve or harm animals in any

Entities:

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

Registered Office:
F-110, First Floor, Jagdamba Tower
Plot No 13, Community Centre
Preet Vihar, New Delhi
Delhi 110092

manner. Animals have no political allegiance, and protecting them from avoidable suffering and exploitation is our legal, constitutional and moral duty.

Considering the seriousness and urgency of this matter, we respectfully request that this issue be treated with the highest priority.

Thank you for your time and consideration. I can be reached at VChandravanshi@petaindia.org or 7428395762. May I learn of any action taken in this regard?

Yours sincerely,



Vikram Chandravanshi
Senior Policy and Legal Advisor

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
INDIA

PETA India
PO Box 28260
Juhu, Mumbai
Maharashtra 400049
022 40727382

Info@petaindia.org
PETAIndia.com

Entities:

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

Registered Office:
F-110, First Floor, Jagdamba Tower
Plot No 13, Community Centre
Preet Vihar, New Delhi
Delhi 110092

CIN: U74899DL2000NPL103217