PETA India *To The Rescue!*

Besides **helping police register first information reports in over 2000 cruelty cases**, PETA India staffers **responded to over two lakh calls for emergency assistance**, which included rescuing animals and, in many cases, providing them with veterinary care, vaccinations, sterilisation surgeries, and, often, ongoing care. We also **spayed or neutered, vaccinated, and released more than 800 community cats in our cat sterilisation campaign in Mumbai**.

Here are just a few of this year's many rescues:

After PETA India's investigation exposed the illegal donkey meat trade in Andhra Pradesh, **we worked with police and local animal welfare groups on a series of raids – and saved 78 donkeys from slaughter**.

After receiving a tip-off, we filed a complaint with Lucknow police that led to a raid and **the rescue of over 1200 parakeets, munias, silverbills, and other exotic birds from the Nakhas bird market in Lucknow**.

Following our complaint, **police rescued three monkeys who were reportedly drugged and chained for entertainment at a nightclub in Kolkata. We also worked with authorities to rescue two monkeys, two star tortoises, and four parakeets who were illegally held** at two individuals' homes in Mumbai.

After learning that some residents of Jogulamba Gadwal district planned to sacrifice seven buffaloes during a festival called Devara, **we worked with police to prevent the sacrifice** from taking place.

PETA India filed a complaint with police and **rescued two horses after a whistleblower sent us videos of the horses attached to a carriage running at high speed and crashing to the ground on a Sobo Films set**.

Animal-Friendly Businesses

PETA India would like to thank the following compassionate **companies:**

Arata	Disguise Cosmetics	Letzvez	Vegan First
Axia	foodluck	LuxaDerme	The Vegan School
Beauty Garage	GoodDot	Moon Rabbit	Zouk
Professional	Grabenord	Sandiva	
Daughter Earth	Herbal Strategi	Soulflower	

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** go to our **Vanguard Society members**, whose commitment to our critical work is vital to our ability to help animals.

Financial Statement

REVENUE	
Contributions	₹ 15,76,36,390
Other Income	₹ 5,56,330
Total Revenue	**₹15,81,92,720**

OPERATING EXPENSES	
Direct Expenditure	₹ 12,64,88,660
Staff Costs	₹ 1,60,43,710
Depreciation and Amortisation	₹ 18,25,860
Other Expenses	₹ 1,53,21,760
Total Operating Expenses	**₹15,96,79,990**

CHANGE IN UNRESTRICTED NET ASSETS*	₹ (14,87,270)

Net Assets Beginning of Year	
Unrestricted	₹ 2,87,23,010
Corpus Fund	₹ 25,50,000
Total	**₹ 3,12,73,010**

Net Assets End of Year	
Unrestricted	₹ 2,72,35,740
Corpus Fund	₹ 25,50,000
Total	**₹ 2,97,85,740**

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	91.59%
Indirect Programme Support	6.81%
Management and General Support	1.60%

*Net assets include fixed assets of ₹53,20,150. They also include ₹25,50,000 that PETA India is holding in a Corpus fund.

The financial statement shown here is for the fiscal year ending 31 March 2023 and is based on our independently audited financial statements. Operating expense allocation percentages are calculated by management and reviewed by an independent third party.

PETA INDIA

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Cover photo: Koustabh Pal

They Do Not Belong To Us

PETA INDIA 2023 Annual Review

Working to Protect Animalkind

Dear Friends,

Between the G20 Summit and the historic moon landing near the south pole, the eyes of the world were on India this year – and PETA India seized every opportunity to focus some of that attention on animals. No one arriving at Indira Gandhi International Airport before the summit could miss our sky-high billboard featuring Hollywood actor Pamela Anderson pointing out that meat consumption is driving the climate catastrophe – a message covered by international media outlets even after it was taken down by authorities. In various cities, PETA India supporters dressed as dinosaurs and "Lettuce Ladies" and were body-painted blue and green to resemble the Earth to encourage G20 working group participants to promote vegan eating to save the planet.

We celebrated Chandrayaan-3, India's historic lunar landing and the Gaganyaan project's stance against animal testing by delivering a rocket-shaped vegan cake to the Indian Space Research Organisation. And we **introduced our life-like mechanical elephant, Ellie, voiced by actor Dia Mirza**, and a message of empathy to **nearly 36,000 delighted school children**. Kind choices are always possible.

Our English and Hindi Facebook pages have 1.6 million followers learning about animal issues every time they log on, and our Instagram and X (formerly Twitter) pages reached nearly 400,000 people combined.

Being kind to animals benefits humans, too. As I discuss in my new book, *Survival at Stake: How Our Treatment of Animals Is Key to Human Existence*, ending speciesism (a human-supremacist worldview) will improve our health and create a more liveable planet for us all.

Keep reading to learn how PETA India advanced the animal rights cause in 2023. These achievements were made possible by your support, for which we are extremely grateful.

Sincerely,

Poorva Joshipura
Director

Groundbreaking Progress for Animals

The **Committee for Control and Supervision of Experiments on Animals withdrew its recommendation to use stray dogs in vaccine trials after** PETA India scientists urged the government body to abandon its plan and use non-animal methods instead.

PETA Science Consortium International e.V. – which includes PETA India scientists – celebrated 10 years of advancing cutting-edge, animal-free toxicity testing methods.

We teamed up with Simcology to provide educators with its virtual animal simulation software, an interactive tool for teaching pharmacology students without harming animals, for free.

PETA scientists joined the International Collaboration on Cosmetics Safety – a coalition of manufacturers, government agencies, and animal protection organisations – **to help end cosmetics tests on animals**.

Following a PETA India petition, **Delhi High Court encouraged the production of antitoxins using non-animal methods** – rather than horses – "wherever feasible".

Following our appeal, **Nagaland became the 26th state or union territory to prohibit farmers from confining pigs to gestation or farrowing crates** – joining Arunachal Pradesh, Assam, Haryana, Odisha, West Bengal, and others.

After years of efforts by PETA India, **the central government mandated much-needed improvements to animal husbandry procedures,** including the use of anaesthetics for castration of small and large ruminants.

We introduced fashion industry leaders to vegan silk and wool, leather made from discarded temple flowers, and other state-of-the-art materials at this year's India Fashion Forum.

We filed findings from our 2023 investigations into jallikattu, kambala, and bullock-cart racing – revealing that animals were kicked, beaten with sticks, and jabbed with nail-studded torture devices – **and urged the Supreme Court to reinstate the ban on these cruel events**. After being alerted by PETA India, **authorities in Solapur stopped a planned illegal buffalo fighting event**.

Following our complaints, the **Animal Welfare Board of India directed Kolkata officials to** conduct an urgent enquiry into cruelty to horses used for rides and hauling tourist carriages and submit an "action taken" report. It asked the concerned officials to **ensure that horses used for hauling carriages are given necessary medical care, removed from the trade, or rehabilitated** as required. And eight horses are in our interim custody.

At our request, the **governments of Andaman and Nicobar, Chandigarh, Goa, Gujarat, Ladakh, and Meghalaya ordered local authorities to crack down on the manufacture and sale of spiked bits,** which are used to control horses through pain. We conducted enforcement actions with police, including in Chandigarh, Delhi, Maharashtra, and Punjab, **seizing more than 800 spiked bits**.

Following vigorous campaigns by PETA India and the Federation of Indian Animal Protection Organisations, **29 formerly abused elephants rescued from Indian circuses over the past five years are enjoying retirement** at a spacious elephant care centre.

Prompted by PETA India, **police seized more than two dozen animals** – including a camel, a goat, a pony, a baby monkey, dogs, fish, and parrots – **from Apollo Circus, Karur Latha Circus, and Tarzan Circus**. A first information report was registered against all three circuses for cruelty to animals and illegally using animals without the requisite permission.

Thanks to our complaint, the **Judicial First Class Magistrate Court in Thrissur awarded interim custody of three macaws and a cockatoo to Thiruvananthapuram Zoo after they were rescued from Great Bombay Circus**. The court also directed that the circus bear the cost of the birds' accommodation, treatment, and day-to-day maintenance upon rescue and execute a bond of Rs 5,00,000 towards transportation and care expenses. The Hon'ble Kerala High Court upheld the Judicial First Class Magistrate Court's order, stating that *prima facie* the circus had subjected the birds to cruelty.

Working animals are forced to haul huge loads in all weather extremes. Through our mechanisation project, **we influenced the owners of 25 animals to switch to more efficient e-rickshaws** in the past year, and the **20 horses and five bullocks were retired** to a lush sanctuary.

In response to our appeals, the governments of **27 states and union territories, including Delhi, Goa, Jammu and Kashmir, Karnataka, Ladakh, Maharashtra, Uttarakhand, and West Bengal, issued directions against cruel glue traps**.

In collaboration with PETA India, **police in Gujarat seized deadly nylon kite-flying thread worth thousands of rupees,** and assistance from PETA India led **Delhi police to seize several hundred kilograms of kite-flying string coated with glass and metal powder**. And following our appeals, **Haryana, Maharashtra, and Punjab banned all types of manja** – which maims thousands of birds every year. Seven states (and counting) have enacted similar bans.

Educating, *Liberating*, Persuading

Celebrities added appeal to our ad campaigns: **John Abraham and photographer Dabboo Ratnani teamed up** against elephant rides, **Sahil Salathia starred in our new "Say NO to Cages" campaign**, Radhika Madan appeared as a **pro-vegan green goddess**, and Palak Tiwari dazzled as **a merciful mermaid**.

©Tejas Nerurka

PETA India named **Bollywood star Sonakshi Sinha "Person of the Year"** for her many contributions to our campaigns and **teacher Acharya Prashant India's "Most Influential Vegan"** and awarded Keventers "Best Vegan Ice Cream" for its deliciously creamy scoops.

Actors Fatima Sana Shaikh and Alicia Silverstone helped us donate vegan meals to 3000 people at two separate events, and **we teamed up with Dino Morea, Bisleri Vedica, and *GQ India* to promote community dog and cat adoptions**.

Other notable actions included the following:

- **PETA India founder Ingrid Newkirk took a public shower in Mumbai** to highlight that going vegan saves water.
- Three supporters dressed as "**bloody birds**" entangled in sharp kite-flying string urged festival-goers in Pune not to use manja.
- **PETA India billboards in Amritsar, Chennai, Delhi, Kolkata, Mumbai, and Pune promoted vegan eating and animal adoption, warned that flat-faced dogs can't breathe,** and urged kind people to steer clear of jallikattu.

PETA India **held 140 Compassionate Citizen humane education workshops, reaching nearly 7500 students, and more than 52,000 students in rural India watched our "A Bull's Life" animated video**. And PETA Youth **reached thousands of students and festival-goers with various campaigns** including "End Speciesism", "Save the Boy Child" (which draws attention to the food industry's abuse of male calves and chicks), and the "I, Calf" virtual reality experience. And we **donated an astonishing life-size robotic elephant to a temple in Kerala that pledged never again to use animals in its ceremonies**.