PETA India *to the Rescue*

Besides **helping police register FIRs in over 300 cruelty cases,** PETA India staffers **responded to more than 50,000 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 **neutered, vaccinated, and released more than 820 community cats in our ongoing cat sterilisation campaign in Mumbai.**

After PETA India tipped off Delhi police, **thousands of birds were rescued from illegal traders in Kabutar market**. Following our complaints, **officials in Lucknow rescued 11 rose-ringed parakeets** from illegal traders and the **Chengalpattu forest department seized seven illegally kept parakeets** from fortune-tellers.

PETA India worked **with police to stop plans for an illegal bullock cart race** in Kadamvadi village. After receiving our complaint, **Palakkad police registered an FIR and arrested six participants of an illegal bullock cart race**. The AWBI advised the **police in Andhra Pradesh to enforce the ban on cockfighting.**

We worked with the **Uttar Pradesh Forest Department to rescue a langur** and with officials from the **Vijayawada Forest Department to rescue a troop of monkeys.** In both cases, the monkeys had been cruelly and illegally held for weeks simply for seeking food. After a medical examination, all the animals were released into nearby forested areas.

After learning that some residents of Veldanda mandal planned to bury a live bull as a sacrificial ritual, we **worked with police to put an end to the ghastly killing.**

Animal-Friendly Businesses

PETA India would like to thank the following compassionate companies:

Arata	GoodDot	Moon Rabbit
Axia	Grabenord	Soulflower
Daughter Earth	Herbal Strategi	Vegan First
Disguise Cosmetics	LETZ VEZ!	Zouk
foodluck	LuxaDerme	

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		
Donations and Legacies	₹	131,772,770
Other Income	₹	655,410
Total Revenue	₹	132,428,180

OPERATING EXPENSES		
Direct Expenditures	₹	90,597,250
Staff Costs	₹	12,653,160
Depreciation and Amortisation	₹	1,419,030
Other Expenses	₹	13,759,250
Total Operating Expenses	₹	118,428,690

CHANGE IN NET ASSETS*	₹	13,999,490
Net Assets Beginning of Year		
Unrestricted	₹	14,723,520
Corpus Fund	₹	2,550,000
Total	₹	17,273,520
Net Assets End of Year		
Unrestricted	₹	28,723,010
Corpus Fund	₹	2,550,000
Total	₹	31,273,010

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	91.49%
Indirect Programme Support	6.41%
Management and General Support	2.10%

*Net assets include fixed assets of ₹5,075,030 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 2022 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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PeTA INDIA 2022 Annual Review

They Do Not Belong to Us

WORKING TO PROTECT ANIMALKIND

Dear Friend,

In 2022, as always, PETA India didn't miss a single opportunity to help animals.

When war broke out between Russia and Ukraine, PETA India made an urgent plea to the minister for fisheries, animal husbandry, and dairying to relax rules regarding veterinary documentation for companion animals travelling from Ukraine to India. And a memorandum was issued shortly thereafter, thereby making it easier for Indians to flee the warzone with their beloved animals.

PETA India scientists shared our Research Modernisation Deal, a roadmap to ending animal experiments, with policymakers and continued successfully persuading researchers in universities and private and government institutions to replace various archaic, cruel animal tests with modern, humane methodology.

We campaigned to help animals raised and killed for food and clothing and those exploited for entertainment with attention-grabbing billboards and other advertisements, head-turning demonstrations, eye-opening investigations, and thoughtful, factual interactions with government and law-enforcement officials, corporations, and members of the public.

We held over 80 Compassionate Citizen workshops (virtual and in person) for nearly 2500 schoolchildren who learned about the importance of respect for animals and took kindness pledges. Over 1 lakh students also signed our petition to stop the use of elephants for entertainment. PETA India's youth division's virtual reality experiences, "I, Calf" and "I, Chicken", reached thousands of students who learned about the horrific suffering animals endure on dairy, egg, and chicken-flesh farms.
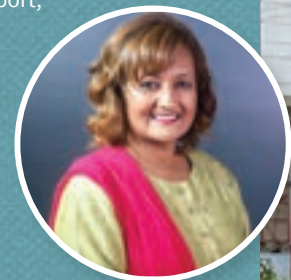
Our Twitter posts were seen close to 90 lakh times, and our Facebook and Instagram pages reached more than 500 lakh and 140 lakh people, respectively. Hundreds of thousands of visitors flocked to our websites to learn more about how to help animals and support our work.

This review highlights just some of our achievements in this past year – all made possible by your support, for which we are extremely grateful.

Sincerely,

Poorva Joshipura
Director

Groundbreaking *Victories* for Animals

After submitting evidence of legal violations and cruelty to animals, **PETA India gained custody of more than 150 rats and mice from the Jawaharlal Institute of Postgraduate Medical Education & Research in Puducherry and secured their lifelong care at a sanctuary.**

Our scientists helped redefine guidelines at the National Medical Commission, whose new guidelines for its postgraduate pharmacology curriculum call for the use of several non-animal teaching and training methods, no longer mandating certain routine experiments on animals.

A **paper co-authored by PETA entity scientists** and published in *Toxicology in Vitro* demonstrated replacing media containing foetal bovine serum with animal-free media, **setting a precedent for the field of** *in vitro* **research**.

Following our appeal, the governments of **Andhra Pradesh, Chhattisgarh, Delhi, Goa, Gujarat, Himachal Pradesh, Karnataka, Madhya Pradesh, Meghalaya, Rajasthan, and Uttar Pradesh** took action to prohibit the manufacture, sale, and use of gestation and farrowing crates.

Our **investigation into Mumbai's Deonar slaughterhouse revealed that workers failed to stun buffaloes before slitting their throats and killed animals in full view of others,** among other rampant abuse. And our **undercover investigation into hatcheries across five major egg- and chicken meat–producing states exposed the illegal killing of thousands of sensitive chicks** by live burial, drowning, crushing, and suffocation.

Our exposé of meat and wildlife markets in northeast India revealed animals kept in filthy conditions and dogs illegally sold for meat.

Numerous **members of Parliament backed our appeal for the removal of the legal provision that allows animal sacrifice.** Following our requests, the **Animal Welfare Board of India (AWBI) urged authorities to stop the illegal treatment of animals in the lead-up to Eid al-Adha** and the **Punjab Bureau of Investigation urged police in that state to take action.** Meanwhile, after hearing from PETA India, the office of the assistant inspector general of police in Chhattisgarh **wrote to police superintendents urging them to stop the illegal transport and killing of animals during religious festivals for animal sacrifice.**

We partnered with **Metro Brands to launch its first-ever vegan shoe collection.** Luxury fashion label **JADE by Monica and Karishma joined our "PETA-Approved Vegan" programme.** And after discussions with PETA India, **designer footwear brand Empyrean Luxury stopped using leather.**

We persuaded others that animals do not belong in circuses: **BookMyShow removed animal circuses from its platform.** After receiving our complaint, the **AWBI called on authorities to take action against Ajanta Circus** for using animals illegally. **Pune city police filed a first information report (FIR) against Rambo Circus** following our complaint that live fish were being swallowed then regurgitated, among other abuse.

More than 100 veterinarians supported our efforts to pass draft rules to prohibit the use of animals in circuses. In response to a public interest litigation filed by PETA India, the **High Court of Delhi called on the central government to clarify its stance on prohibiting animals in circuses.**

After hearing from PETA India, **Fish Eye Network director Pooja Bhatt pledged not to use animals in the company's films** and the **AWBI issued an advisory to encourage replacing the use of live animals in films and television shows with modern technology.**

After we submitted a petition, **the Calcutta High Court ordered the formation of an inspection committee,** including a PETA India representative, to report on unlicensed and unfit horses used to haul tourist carriages in Kolkata. PETA India and the CAPE Foundation **wowed Kolkata media and the public with a Victorian-style electric carriage that can replace horse-drawn carriages.** And **following our complaint to authorities on the rampant use of illegal spiked bits,** we **teamed up with police in Chandigarh, Delhi, and Maharashtra to display dozens of the seized devices – designed to cause pain to horses' sensitive mouths** – to the public.

We released heart-breaking details of a Fauna Police investigation revealing that pit bulls, mastiffs, and other dogs are mangled and killed in **secretly organised, illegal dogfights** in Haryana, Maharashtra, Punjab, Rajasthan, Uttar Pradesh, and elsewhere.

Meghalaya banned the manufacture, sale, and use of glue traps, and governments in Sikkim and Tamil Nadu demanded enforcement of the ban on these torture devices after we sent them appeals.

We **secured the surrender of the final five bullocks** used to haul ice in Mumbai and numerous horses used to haul heavy carts in Delhi by replacing the animals with motorised vehicles.

Informing, Liberating, Persuading

Actor **Sonakshi Sinha** appeared in our ad urging shoppers to scrap skins, and designer **Rina Dhaka** slammed leather, the most polluting material in fashion, in our new video.

We teamed up with Hollywood actor **Alicia Silverstone** to provide relatives of hospital patients with 1000 vegan meals. A study published in *BMJ Nutrition, Prevention & Health* suggests going vegan can lower the risk of severe COVID-19 infection.

Actor **Pamela Anderson** helped send our methane offset starter kits to members of Parliament for Earth Day.

Sir Paul McCartney and other celebrities, including **Madhuri Dixit, Raveena Tandon,** and **Arjun Rampal,** joined our efforts to get abused elephant Jeymalyatha (aka "Joymala") moved to a sanctuary. And renowned author **Shobaa De** called on the Rajasthan government to replace cruel elephant rides with electric carriages.

Bollywood star **Alia Bhatt** was named PETA India's Person of the Year for promoting animal-friendly fashions and kindness to dogs and cats. *Bombay Begums* star **Pooja Bhatt** won our Hero to Animals Award. We presented a Compassionate Kid Award to **Anya Kunder** for helping community animals during the COVID-19 pandemic. Actors **Milind Soman, Alia Bhatt,** and **Sunny Leone** were among the winners of PETA India's Vegan Fashion Awards.

We seized every opportunity to push for progress:
- On World Day for Animals in Laboratories, a PETA India supporter was "force-fed chemicals" and "electrocuted" in a provocative protest.
- We barbecued a "dog" in Lucknow and a "human" in Chandigarh to compel passers-by to question their speciesism.
- On Mother's Day, a supporter wore a coat adorned with baby dolls' parts to remind consumers that animals killed for their skin loved their babies, too.
- PETA India's carrot mascot encouraged JITTHON Juhu 10K racers in Mumbai to "eat vegan for good health".