



MERCY FOR  
ANIMALS

# Strategic Plan

India

APPENDIX | HIGH-LEVEL GOALS

2022-2024





## Regional Strategic Plan

Our regional teams are a wealth of talent, creativity, and insight into making meaningful progress in line with our global objectives. Given the cultural, economic, and political differences across regions, strategy must be set by these teams to be effective. Below we present a high-level summary of the strategic direction for India, underpinned by more-detailed plans and their local application to our global objectives.

### India

Mercy For Animals started programmatic work in India amid the COVID-19 pandemic in March 2020, when the Indian government introduced some of the world's toughest lockdowns.

Despite the challenges of the time, the India team made substantial progress. We convinced the Food Safety and Standards Authority of India, an agency analogous to the Food and Drug Administration in the United States, to assemble the country's first vegan task force to investigate branding and promotion of plant-based products.

In keeping with Mercy For Animals' core value collaboration, we collaborated not only with fellow animal welfare organizations but with other groups. One such group was The George Institute for Global Health—a world-renowned public-health institute that has established the Centre for One Health Research, a first of its kind in India. The center aims to strengthen research on animal agriculture's link to poor public health.

In just over a year, Mercy For Animals India has made itself credible and reputable among Indian policymakers. Several governors and union (central) ministers have sent us letters of appreciation. We have also made a name for ourselves among celebrities, many of whom have joined Mercy For Animals India and promoted our mission to their vast social media followings. We shot our first public service ad with Bollywood heartthrob John Abraham.

By the end of 2024, we will have achieved the following:



Emerged as a strong influencer of government policies in favor of animals



Rolled out Mercy For Animals' organizing program in all Indian states and union territories to increase our people power



Convinced institutions and major restaurant and hotel chains to commit to adding vegan items to their menus



Advanced the cage-free movement by focusing on multinational companies and major national retailers



## Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<b>Convince institutions and major restaurant, cafe, and hotel chains</b> to add vegan options to their menus.	Decrease the number of animals in the food system
<b>Persuade institutions and major restaurant, cafe, and hotel chains</b> to reduce animal products on their menus by 20 percent.	Decrease the number of animals in the food system
<b>Secure commitments</b> to sourcing only cage-free eggs from large multinational companies and leading Indian-origin companies.	Reduce suffering for animals who are trapped in the food system
<b>Move major Indian supermarket chains</b> to commit to replacing at least 25 percent of conventional eggs sold in their stores with cage-free eggs and persuade food-aggregator platforms to offer a vegan section on their menus.	Reduce suffering for animals who are trapped in the food system
<b>Continue working with state and central policymakers</b> to ensure that government policies and schemes consider farmed animal welfare and that states prioritize animal welfare by amending existing policies or formulating new ones.	Reduce suffering for animals who are trapped in the food system
<b>Gain massive support from celebrities and the general public</b> for policy reforms that positively affect animals exploited at poultry and dairy farms.	Build people power and increase public awareness to drive change
<b>Create a strong supporter base</b> of youth leaders and activists across India who spread Mercy For Animals' message online and on the ground.	Build people power and increase public awareness to drive change

## Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<p><b>Establish Mercy For Animals India as a brand</b></p> <p>and the go-to organization on animal protection issues for celebrities and influencers.</p>	Build people power and increase public awareness to drive change
<p><b>Raise large-scale awareness</b></p> <p>about the problems of dairy, poultry, and fish farms through creative and innovative marketing campaigns and nonviolent direct action.</p>	Build people power and increase public awareness to drive change
<p><b>Build relationships with farmers groups, research institutions, and government</b></p> <p>to strengthen evidence in favor of helping animal farmers transition to plant-focused farming and to formulate policies that support farm transitions.</p>	Build solutions that speed up the transition away from industrial animal agriculture
<p><b>Ensure the organization's strong physical presence</b></p> <p>in India's capital, New Delhi, and provide staff with user-friendly facilities that are ideally suited for efficient day-to-day operations.</p>	Build a thriving internal culture and strong infrastructure
<p><b>Ensure that Mercy For Animals India is self-reliant in funding</b></p> <p>and establish strong national connections to secure the funds needed to run smooth operations.</p>	Build a thriving internal culture and strong infrastructure
<p><b>Develop and nurture a strong, dedicated team of skilled professionals with high morale,</b></p> <p>as well as a culture of trust and inclusion based on DEIJ, with feedback and transparency as the pillars of this culture.</p>	Build a thriving internal culture and strong infrastructure



[MercyForAnimals.in](http://MercyForAnimals.in)