

ANNUAL REPORT

(2022-2023)

MERCY FOR ANIMALS INDIA FOUNDATION



It is with great pride and enthusiasm that we present to you the remarkable accomplishments of Mercy For Animals India Foundation over the past year. Through our relentless dedication and unwavering commitment, we have achieved significant milestones that resonate with our mission to protect and advocate for the welfare of farmed animals.



MERCY FOR
ANIMALS

GOVERNMENT AFFAIRS AND PUBLIC POLICY

Government of India Notifies Food Safety and Standards (Vegan Foods)

Regulations of 2022: In 2020, the Mercy For Animals India Foundation took a proactive step by submitting a formal representation to the Food Safety and Standards Authority of India (FSSAI), advocating for the introduction of a dedicated labeling system for all vegan products. The FSSAI subsequently took significant strides forward and in 2021, the authority released the initial draft of the regulations, and after thorough refinement and careful consideration, the regulations culminated in their final form as the Food Safety and Standards (Vegan Foods) Regulations of 2022.

22 Indian States Outlawed Cruel Gestation And Farrowing Crates Used To Confine Mother Pigs:

Mercy for Animals India Foundation started working on the campaign 'Ban Gestation Crates' in which letters and representations were sent to the central as well as the state authorities of animal husbandry across the country requesting them to ban the manufacture, sale and use of gestation and farrowing crates. Following our appeals several states including but not limited to Delhi, Assam, West Bengal, Jharkhand, Uttarakhand, and Uttar Pradesh have now banned the manufacture, use and sale of gestation and farrowing crates. Today, over 22 states in India have banned these cruel crates which saves around 50 lakh pigs from suffering because of these crates.

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U'khand Govt enforces Animal Welfare Laws on Pig Farms

By Garhwal Post · July 29, 2022 · 379 · 0

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By Our Staff Reporter

Dehradun, 28 Jul: After appeals from Mercy For Animals India Foundation to prohibit the use of gestation and farrowing crates used to confine pigs in the state, the Director of Animal Husbandry, Dr Prem Kumar, has issued a circular directing the chief veterinary officers to ensure that the provisions of the Prevention of Cruelty to Animals Act, 1960, are not violated by the pig farms while rearing pigs.

Delhi govt bans use of gestation crates in pig farming

Delhi News

Updated on Jun 24, 2022 06:38 AM IST

Officials said the department was acting on requests made by animal rights organisations such as PETA India and the Mercy for Animals India Foundation.



Manipur govt bans gestation crates to confine pigs

Imphal, June 29 (UNI) Manipur government has banned gestation crates to confine pigs.

The Mercy For Animals India Foundation appealed to the State Director of Veterinary and Animal Husbandry Services, Manipur to stop the cruel form of confinement.

Following the appeal, the Foundation said on Wednesday that the Manipur government has issued a circular banning the production, sale, and use of gestation and farrowing crates. The circular directs the animal husbandry unit to ensure that under Section 11(1)(e) of the Prevention of Cruelty to Animals Act, 1960, no pig farm in the state uses these crates.

Investigation Ordered Into Cruel Pig Farms: After repeated complaints from Mercy for Animals India Foundation, the directorates of animal husbandry departments of Odisha, Tamil Nadu and Uttar Pradesh issues orders for investigation of pig farms in their jurisdiction for animal cruelty as well as the violation of the applicable animal welfare laws (the prevention of cruelty to animals act along with the rules) if any.

India's Largest Online Market Place Pulls Down Ads Selling Gestation Crates From Their Website: After learning that IndiaMart-India's largest online marketplace had listed sellers who were selling the banned gestation and farrowing crates, MFA India met with the representatives from the company to highlight the matter. MFA India convinced the website pull down a significant number of ads from their website.

ORGANISING

Demonstrations : MFA India organised 5 demonstrations to highlight the plight of farmed animals and to promote plant-based eating. The demonstrations also received support from fellow animal protection groups like People For Animals, Uttarakhand. The demonstrations gained public attention to matters like banning gestation crates, banning battery cages and celebrating world vegan month. The demonstrations received overwhelming response from the general public and media.

Strategic Collaborations In Reputed Colleges: We have solidified our presence by securing groundbreaking collaborations with two prestigious educational institutions in India, the Netaji Subhas University of Technology, Delhi, and the Indraprastha Institute of Information and Technology, Delhi. At their vibrant festivals, we seized the opportunity to shine a light on the cause we hold dear—the welfare of farmed animals. Through our presence and persuasive advocacy, we left an indelible mark.

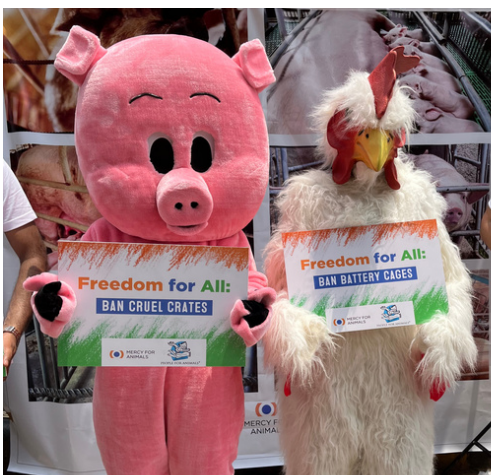
Influence and Engagement: Our relentless efforts in gathering support for the humane treatment of animals bore fruit. We proudly collected over 1000 signatures on our petitions to ban gestation and farrowing crates. This success was achieved through our tireless tabling at various educational institutions and the dedicated actions of our volunteers, all aligned with our noble cause.

Volunteer Commitment: The heart of our organization lies within our dedicated volunteers. In an inspiring gathering held in Dehradun, more than 35 passionate volunteers came together to discuss the profound relevance of farmed animal welfare to both animals and the environment. They pledged their unwavering commitment to advancing the cause. Furthermore, we organized three successful offline volunteer engagement meets in the cities of Mumbai, Ahmedabad, Jaipur, and Bangalore, bolstering our network and strength in North India.



Expanding Our Reach: Through an ingenious blend of online and offline actions, including advertisements, compelling demonstrations, and campus tablings, we have fostered a formidable network of over 100 volunteers across North India, each one a dedicated advocate for farmed animal welfare. MFA India's trained volunteers have started taking their pre-approved actions now.

One such action is leafleting. The team recently held their leafleting event in New Delhi where they interacted with passers-by on the issues regarding factory farming and distributed our leaflet titled 'Whats wrong with factory farming'. The team reached out to nearly 600 people in just one day and distributed around 1000 leaflets



SOCIAL MEDIA

Social Media Dominance: Our digital footprint has left an indelible mark. From March 2022 to April 2023, we achieved an astounding 9.3 million impressions and engaged with 18,000 users through Mercy For Animals India's social media platforms. Partnering with acclaimed actor Sadaa Syed for Earth Day 2022, we garnered 35,000 views on Instagram, spreading our message far and wide. Our Instagram reels featuring content like the shocking reality of gestation crates in the pig farming industry, with 404,000 video views, and delightful plant-based recipe videos like Beetroot Halwa, in collaboration with Chef Plant-based Punjab, which garnered 62,000 views, have resonated with audiences.

Top 10 Reels - highest views

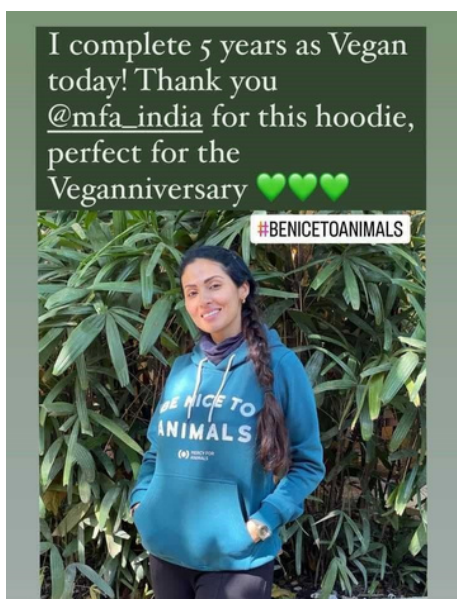
Video/Reel	Views	Reach
The hidden horrors of Gestation Crates	4,04,000	8,16,000
WHAT'S 'DEBEAKING'?	171,300	1,79,000
Chukandar Halwa - Beetroot Pudding by @plantbased_punjab! ❤️	62,400	1,18,000
Vegan Potato Pavé - by Master Chef 2023 Contestant @priya_vijan	1,55,542	3,13,000
Misery of Cows in Buffalo in the Dairy Industry	763	74,900
Mother's Day	3,016	35,000
Egg farm footage	34,100	34,600
IS THIS INHUMANE AND ILLEGAL?	29,400	29,600
HIS IS THE REAL SOUND OF CHICKEN.	7,542	23,000
How @earthlings.cafe is making a difference for animals by @Sadaa	34,500	57,300

Awareness Through Contests: We harnessed the power of contests to raise awareness. In partnership with EVO Foods for World Egg Day, we gave away plant-based egg products, reaching 8,737 accounts. Additionally, our collaboration with Meethi Kahani for Rakhsha Bandhan, where we distributed plant-based sweets, reached an impressive 21,407 accounts.

CELEBRITY AND MEDIA

Celebrity and Media Impact: Our efforts to inspire change through celebrity endorsements and media relations have borne fruit. Integrative health coach, nutritionist, and corporate speaker Neha Ranglani joined forces with us to encourage mothers to adopt a plant-based/vegan lifestyle for their children, promoting compassion for animals and the planet while nurturing their health.

The support of actor and renowned animal advocate John Abraham played a pivotal role as he sent an urgent letter to Minister Parshottam Rupala, imploring the prohibition of gestation and farrowing crates in pig farms, in alignment with The Prevention of Cruelty to Animals Act, 1960.



Breaking: John Abraham Sends Urgent Letter To Government Of India, Urges Ban On Gestation Crates

Our efforts to encourage Indian Railways to introduce vegan food products on train menus have made a significant impact, gaining recognition in News18 and The Times of India. We stand on the precipice of a brighter, more compassionate future, where travel becomes more accommodating for our vegan customers, and companies like Indian Railways embrace pro-health and climate-conscious practices.

These victories are a testament to our collective dedication to the cause of farmed animal welfare. With your continued support, we are confident that our achievements will only grow in scale and impact.



Introduce Vegan Meals on Railway Menus, Mercy for Animals India Foundation Urges IRCTC

• By: [Vijaysinh Parmar](#) • [News18.com](#) • Last Updated: AUGUST 25, 2022, 17:05 IST • [New Delhi, India](#)



The NGO said that as per the Food and Agriculture Organization of the United Nations, meat, egg, and dairy production is responsible for about 14.5 percent of all human-caused greenhouse gas emissions. (PTI)

This move comes after Indian Railways announced the introduction of an all-vegetarian menu for the journey from Delhi to Katra on the Vande Bharat Express

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Thank you!



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