

# MERCY FOR ANIMALS INDIA FOUNDATION

## ANNUAL REPORT (2021-2022)



MERCY FOR  
ANIMALS

## CEO's Message



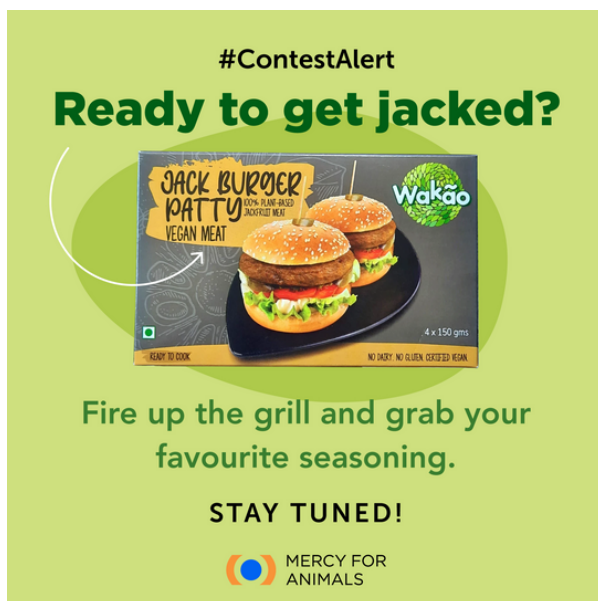
As we made amends with what hopefully was the last covid wave, Mercy For Animals India Foundation kicked off its activities with a focus on team expansion in India. We hired a Corporate Relations Specialist, an Organising Coordinator and a Celebrity and Media Relations Manager to expand our corporate outreach and plant-based advocacy work. The year started on a strong footing through a campaign with Bollywood actress Sonakshi Sinha who urged her fans to #ChooseLove for all animals. We also managed to solidify our presence in the digital space as a result of our work being featured in leading publications such as The Times Of India, Mid-Day and Ahmedabad Mirror. This year and so forth, we hope to expand each of the departments we ventured into - Organising, Corporate Relations and Public Engagement and accomplish bigger victories for farmed animals.



# MAJOR ACTIVITIES OF MERCY FOR ANIMALS INDIA FOUNDATION



Bollywood superstar Sonakshi Sinha was featured in a new MFA Campaign ‘Choose Love’ public service ad campaign. The ad was released to media and it was covered in major news outlets.



MFA India collaborated with Wakao Foods, a company based in Goa that makes Jackfruit burger patties and curries. Our contest ‘Pakao, Khao, and Wakao’ gained several likes on social media.



# GO BEYOND

Win a **Beyond Burger**



## How to Enter:

- 1) Follow @mfa\_india
- 2) Share this post on Instagram Stories, and tag @mfa\_india
- 3) Tag three friends.

Contest is open to residents of Mumbai, Delhi NCR, and Bangalore only.

We launched the ‘Go Beyond’ contest with plant-based ‘Beyond Patties’ as the giveaway on the occasion of Independence Day.

Bollywood heartthrob and proud animal lover John Abraham appears in a new Mercy For Animals India ad encouraging people to be kind to animals. The ad’s tagline reads, “In a world where you can be anything, be nice.”



We released our ad featuring Bollywood actor John Abraham with the message: ‘In a world where you can be anything, be nice’. This campaign was covered by over 50 media outlets including prominent ones like Mid-Day, Miss Malini, Bollywood Hungama, The Statesman and CineBlitz. We also launched a blog on our website commemorating this ad.





## Mercy For Animals India Foundation Celebrates Fifth Anniversary and Many Victories for Animals

On the occasion of Mercy For Animals India Foundation's 5th Anniversary in the country, we updated our logo and launched a blog highlighting our major work in the last 5 years alongside John's ad.



MFA India CEO, Nikunj Sharma recorded a podcast with Rohan Mankad at Springworks about his career journey, leadership model, performance measurement in NGO's and much more. It is available on Spotify and Amazon Music.



Actor John Abraham's fans met with him and shared a picture along with our ad campaign poster which garnered massive interaction on social media.



Andhra Pradesh Native Becomes First Vegan Indian Woman to Summit Mount Kilimanjaro

Released a blog featuring Sarada Kuragayla, the first Indian vegan woman to scale Mount Kilimanjaro.





This World Diabetes Day, Read How Vegan Foods Could Reverse Diabetes

On World Diabetes Day, we released a blog that revealed how a vegan diet can reverse diabetes.



For World Vegan Month, we featured Ubuntu Eat – a vegan cloud kitchen in Mumbai that offers a wide variety of scrumptious plant-based foods including plant-based fish, chicken and mutton.





We sent World Vegan Month Hampers to over 30 vegan and vegetarian celebrities and influencers. We received mentions from Anushka Manchanda, Sadaa Sayed, Ashmit Patel, Daksha Nagarkar, Neha Ranglani, Ayesha Takia and Purvi Shah.



Mercy For Animals India Foundation and the George Institute for Global Health signs an MoU to advance One Health Research in India

We released a [blog](#) announcing our partnership with the George Institute For Global Health, India. We will work together on a three-year strategy for effective One Health collaborations around infectious disease and to establish channels to share knowledge among animal welfare experts, public health researchers, clinicians, and health system experts in India.



## 2021 Showed That Plant-Based Foods Are the Future

Companies are responding to the rising demand by offering more vegan meats, cheese, milk, eggs, and other products than ever before. To highlight some interesting releases, we published a [blog](#) on all the new plant-based products that were launched in 2021.



## A Simple Guide to Ordering Vegan Beverages at Starbucks India

We released a [blog](#) that serves as a guide to ordering vegan beverages at Starbucks India.



# Rewind 2021: Highlights at Mercy For Animals India

2021: An Exciting Year for Mercy For Animals India Foundation

Our End Of Year blog highlighted all of Mercy For Animals India Foundation's critical work through 2021.

## *Cheeson's Gratings Contest*



We organised a Christmas Giveaway with 'Bombay Cheese Company' & 'Meethi Kahani' – brands that manufacture vegan cheese, coconut milk powder, namkeen and dairy free sweets.





We released an Instagram Reels video with actress Sonakshi Sinha's manager, Devansh Tiwari. The video suggests 3 ways to help farmed animals in the new year.



We sent a birthday cake for actor John Abraham's birthday via his fan Hussain. John's fans also sported our 'Be nice to animals' t-shirt while gathering outside his home. This was covered by Viral Bhayani, a Bollywood paparazzi and Republic World, a prominent Indian news portal.



We partnered with Neha Ranglani a popular vegan integrative nutritionist and health coach on ‘World Cancer Day’. We shared a video of her on how to help prevent chronic illnesses, including cancer, and encourage healthier lifestyles on a plant-based diet. Neha shared the video with her 126k Instagram followers on both her feed and story. This IG reel reached 8,764 accounts and had 9,396 plays on MFA India's platform.



MFA India & Fish Welfare Initiative signed a Memorandum of Understanding aimed to progress fish welfare in India. The MoU would focus on Government affairs and public policy, communications and public engagement, movement building and research.



As part of MFA India's collaboration with the George Institute of Global health to set up the Centre For One Health Research with the objective to strengthen research and policies around zoonosis in India, the researchers from TGI have completed the systematic review and are now progressing towards having the research published in International Journal of Environmental Research and Public Health- a renowned journal. The team also plans to hold joint expert group consultation involving senior team members from various ministries such as the Ministry of Health, Ministry of Environment, Ministry Of Animal Husbandry, Dairies and Fisheries with the object to clearly lay down the policy asks that would pave the way for the welfare of farm animals.



Mercy For Animals India Foundation held a demonstration at Jantar Mantar in New Delhi about the plight of hens raised for eggs in cruel battery cages.

This event was also covered by Live News.



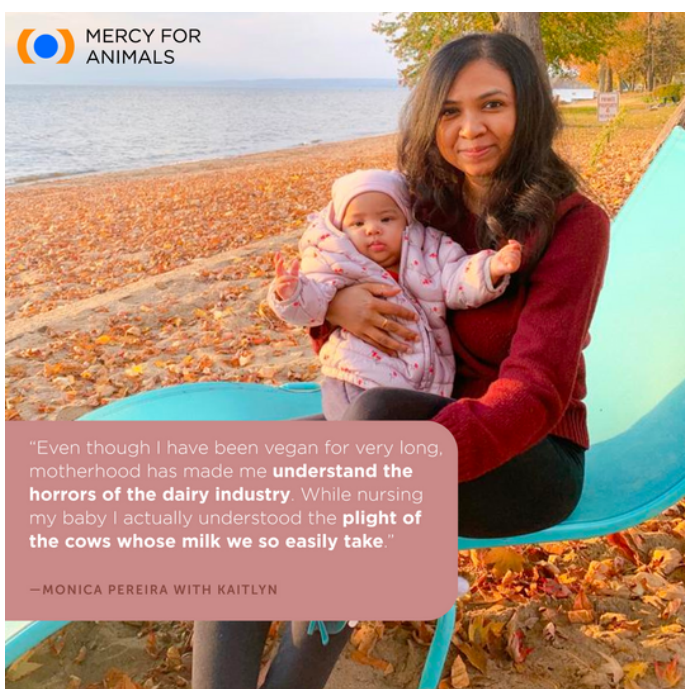
## Mercy For Animals India Foundation Offers Tips To Protect Animals From Sweltering Heat

Team Vol | Updated: May 14, 2022 2:32 pm

Share the Vibes   A+ A-



As extreme temperatures were continuing to break records in India, we sent a heat advisory to the media on helping community animals brave the heat.



On Mother's Day, we featured vegan mothers who are raising their children on a plant based diet.



To commemorate World Milk Day on 1st June, Mercy For Animals India Foundation partnered with renowned alt dairy brand OneGood (formerly GoodMylk) to do a giveaway of their dairy free products.



Mercy For Animals India Foundation and People For Animals announced the second edition of the Ahimsa Fellowship - it aims at creating a network of effective animal advocates capable of working closely with state governments and district administration to enforce animal protection laws in India.