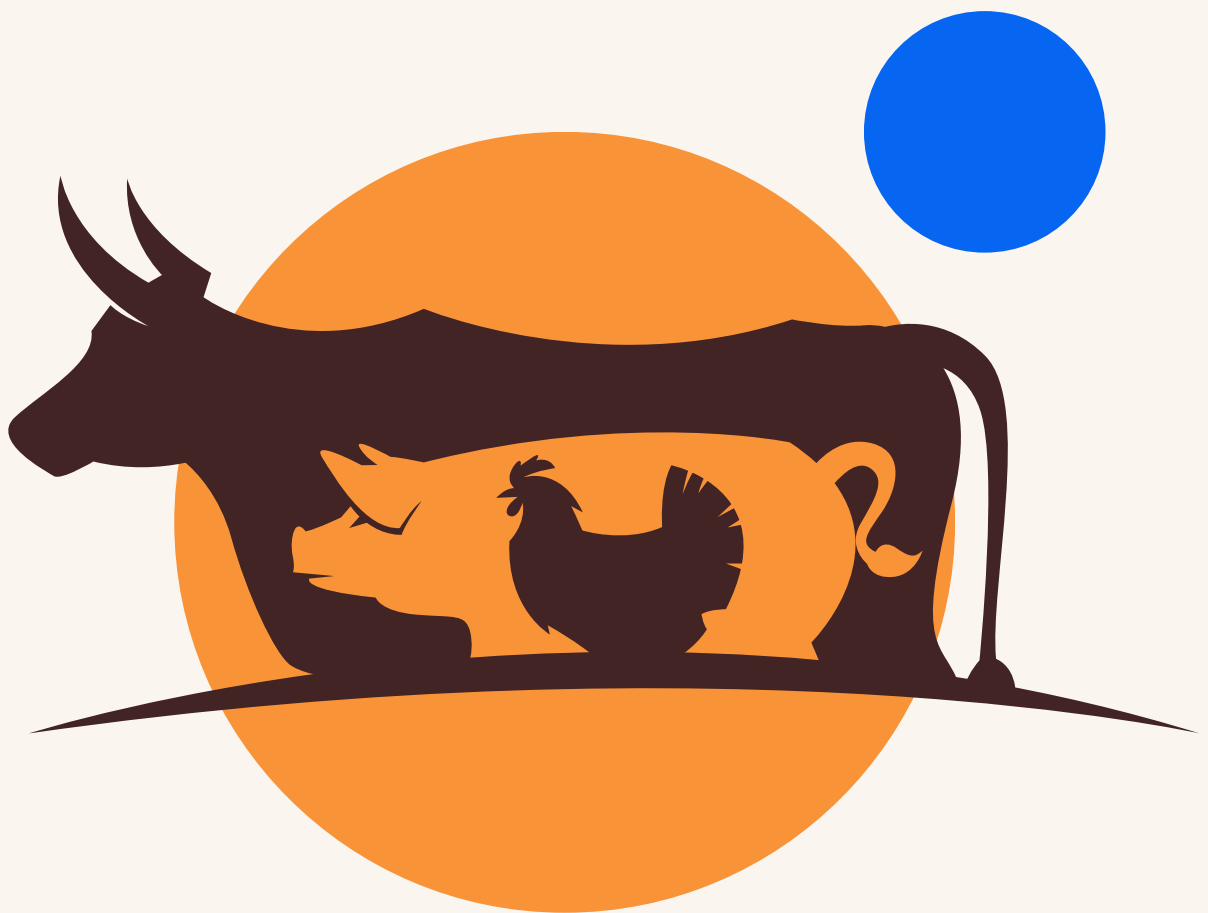




MERCY FOR
ANIMALS

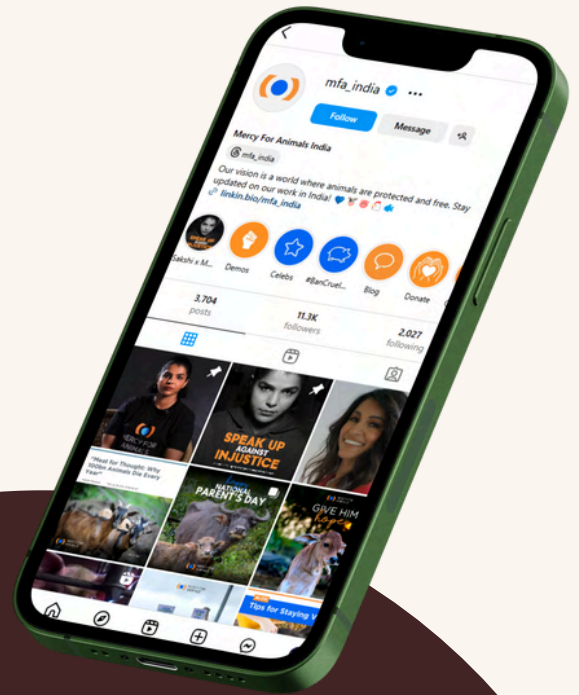
ANNUAL REPORT

2023-2024



MERCY FOR ANIMALS
INDIA FOUNDATION

SOCIAL MEDIA



Social Media Dominance

Our digital footprint continues to grow impressively. In 2023, we gained an additional 47,000 followers, bringing our total to 1,453,096. Our video content resonated strongly, achieving 3,037,993 views throughout the year. The engagement rate across our social media platforms, including Facebook, Twitter, Instagram, and Threads, reflects our audience's active involvement. We garnered 20,220,291 impressions, underscoring the wide reach of our efforts. Through strategic campaigns and compelling content, we have successfully engaged and expanded our community.





14,53,096

TOTAL FOLLOWERS



47,000

FOLLOWERS GAINED



30,37,993

VIDEO VIEWS

2,02,20,291

IMPRESSIONS



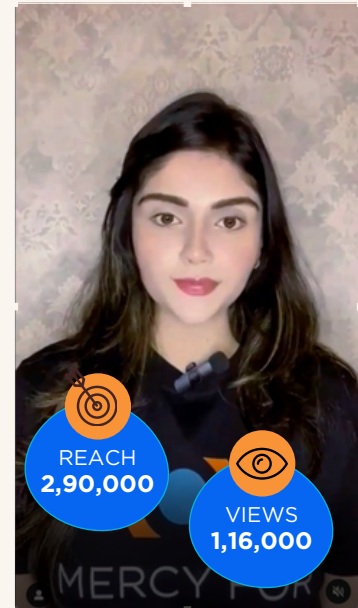
TOP 5 REELS - HIGHEST VIEWS



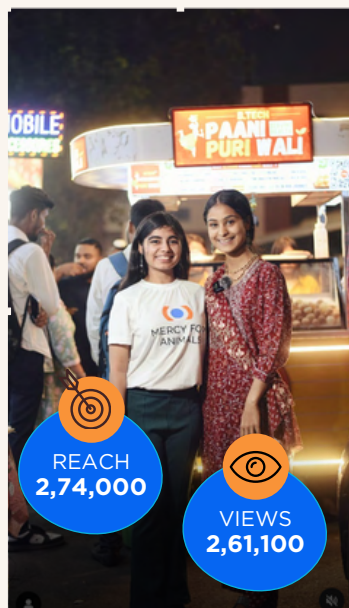
Actor and activist @richamoorjani teamed up with Mercy For Animals



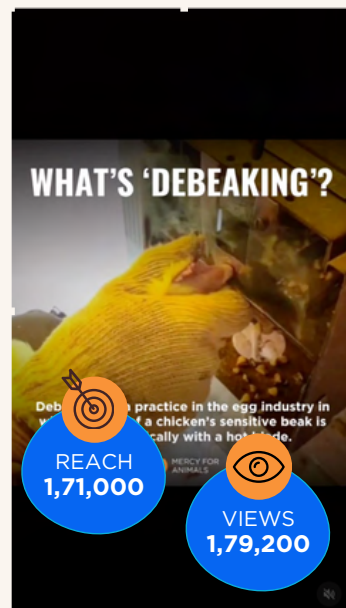
Farah Amber reveals the heart-wrenching reality faced by mother pigs and their babies



Meet Soubhagya Sharma, shedding light on the truth of the dairy industry



A trip to @btechpaanipuriwali, the only stall in Delhi that serves 'Vegan Dahi Puri'!



What's debeaking



A SERIES EXPLORING VEGAN FOOD AND LOCATIONS

We produced a series of videos focused on plant-based food and notable locations, offering an in-depth exploration of various vegan dishes across multiple cities in India. This series provides comprehensive guidance on how to order vegan meals, featuring tips for navigating menus at prominent cafes such as Starbucks and Subway. Additionally, the series highlights the top vegan dishes specific to different states, showcasing regional specialties and popular plant-based options. Each episode aims to educate and inspire viewers, making it easier for them to enjoy vegan cuisine no matter where they are.





LIST OF INFLUENCERS/CELEBRITIES ENGAGED IN 2023

Name	Profession	Followers
Richa Moorjani	Actress	1.2 M
Sonakshi Sinha	Actress	28 M
Daksha Nagarkar	Actress	1 M
Jay Shetty	Podcaster, author, and life coach	15.5 M
Dr. Jane Goodall	English primatologist & anthropologist	1.3 M
Saakshi Kapoor	Animal Activist	1.1 M
Amy Aela	Actress	2.2 M
Priyanka Naik	Vegan Chef	185 K
Priya Vijan	Vegan Chef	79 K
Sneha Ullal	Actress	97 K
Karishma K Tanna	Actress	7.5 M
Sakshi Malik	Wrestler	338 K
Vedhika	Actress	4 M
Palak Muchhal	Singer	5.2 M
Esha A Chopra	Actress	372 K

MEDIA & CELEBRITY RELATIONS

Media Coverage Summary

We are delighted to report a significant increase in media coverage for our events and campaigns. From 2023 to the present, Mercy For Animals (MFA) India has achieved a total of 194 media hits. This extensive coverage has helped amplify our message and raise awareness about animal rights and welfare across the country.



HIGHLIGHTS OF MFA EVENTS COVERED IN THE NEWS

In 2023, Mercy For Animals India partnered with Meat Less Meet More - India's first luxury plant-based networking and fundraising event. It was a remarkable success, garnering an impressive 142 media hits, including coverage by PTI, ANI, Business Standard, and many more. The event was organized and led by Amy Aela, a plant-based influencer with 2.1 million followers on Instagram, along with Shreya Godawat, a plant-based climate activist with 28.1k followers on Instagram.



Additionally, our World Milk Day Demo, International Animal Rights Day Demo, and coverage in Mid-day about our Gestation Crates campaign received notable media attention. Moving into 2024, we continued to raise awareness through events such as the World Water Day Demo, a movie screening in Bhopal titled "Maa Ka Doodh," and the Earth Day Demo in Chandigarh. These events and the resulting media attention have significantly contributed to our mission of advocating for animal rights and promoting a more compassionate world.



The extensive media coverage of our events and campaigns from 2023 to the present has played a crucial role in spreading our message and advancing our mission. We are grateful for the support of our donors, which enables us to continue our vital work for animal rights and welfare. We look forward to achieving even greater impact in the coming years with your continued support. Thank you for being a part of our journey towards a more compassionate and sustainable world.

India: Volunteers Rally for Animal Rights Ahead of R-Day

Volunteers adorned in animal masks gather

India: Volunteers Rally for Animal Rights Ahead of R-Day Volunteers adorned in animal masks gathered at Victoria Memorial, displaying placards that advocate for the choice of compassion over slaughter.



HOME MOVIES INDIA CRICKET WEB STORIES LIFESTYLE VIRAL WORLD VIDEOS BUSINESS EDUCATION

Latest Olympics 2024 Ind vs SL Showsha US Election 2024 Podcast Movie Reviews Explainers Sports Tech Auto

NEWS » INDIA » PM MODI URGED TO TABLE DRAFT AMENDMENT BILL FOR ACT PREVENTING ANIMAL CRUELTY DURING MONSOON SESSION

PM Modi Urged to Table Draft Amendment Bill for Act Preventing Animal Cruelty During Monsoon Session

• Reported By: [Vijaysinh Parmar](#) • Edited By: [Oindrila Mukherjee](#) • [News18.com](#) • Last Updated: JULY 12, 2023, 20:20 IST • [New Delhi, India](#)



The monsoon session of Parliament will commence on July 20 and continue till August 11. (Representational image: PTI/File)

In a letter to PM Narendra Modi, the NGO highlighted the pending status of the bill despite recommendations from the Animal Welfare Board of India and over 140 MPs

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An animal rights organisation has written to Prime Minister Narendra Modi, urging him to table the draft





ORGANIZING

4

Demonstrations

1

College Talks

6

College Tablings

100+

**Number of Volunteers
Recruited**

2

**Leafleting & Social
Experiments**

2

Movie Screenings

7

**Volunteer
Engagement Meetings**
(1 offline & 5 online)


KEY ACTIVITIES:



SRCC Partnership:


Cultivated a partnership with SRCC, one of India's top colleges, and tabled at their literary society fest. Gathered around 250 signatures on petitions to ban gestation crates and interacted with students.

What's Wrong with Dairy?



Support our work.

ACCOUNT NAME: Mercy For Animals India Foundation
 ACCOUNT NUMBER: 920010067215188
 IFSC: UTIB0003299
 BANK NAME: AXIS Bank
 BRANCH: Vivek Vihar, Delhi, India



Gifts to Mercy For Animals India Foundation are tax-deductible u/s 80G for Indian citizens.

For more information contact :
 Nihanka Kapoor
 IndiaMFA MFA_India MFA_India

Dairy is inherently cruel.

While it may seem obvious, many people don't consider that cows and buffaloes must be pregnant or have just given birth to produce milk. The baby calf is conceived through artificial insemination, a highly invasive and stressful procedure. After carrying their babies for nine months — just like humans — mother cows and buffaloes give birth. Newborn calves are typically taken away from their mothers within just hours of birth so that the milk meant for the babies can be consumed by humans. Understandably, this forced separation from their calves causes the mothers to bellow for hours or days; they even pace and search in vain for their stolen babies. Again, this heartbreaking happens on every dairy farm. Imagine the anguish and stress mother cows and buffaloes endure — giving birth over and over again only to have their babies torn away. Male calves are killed for leather and meat, and female calves replace their mothers. The cycle of abuse for females lasts about five years until they are sent to slaughter.

Resource Material:

Prepared materials on 'What's Wrong with Dairy' and 'What's Wrong with Factory Farming'.



Volunteer Engagement in Assam:

Organized a volunteer meet in collaboration with Street Animal Welfare, screening the documentary 'Maa Ka Doodh'. Around 30 people signed up as volunteers.



World Milk Day Demonstration:

Conducted a demonstration in Dehradun, Uttarakhand, where a volunteer dressed as a cow handed over a representation to an MLA highlighting the illegalities and cruelties prevailing in local dairies.



Republic Day Demonstration:

Conducted a demonstration in Kolkata, reminding people of their constitutional duties of compassion.



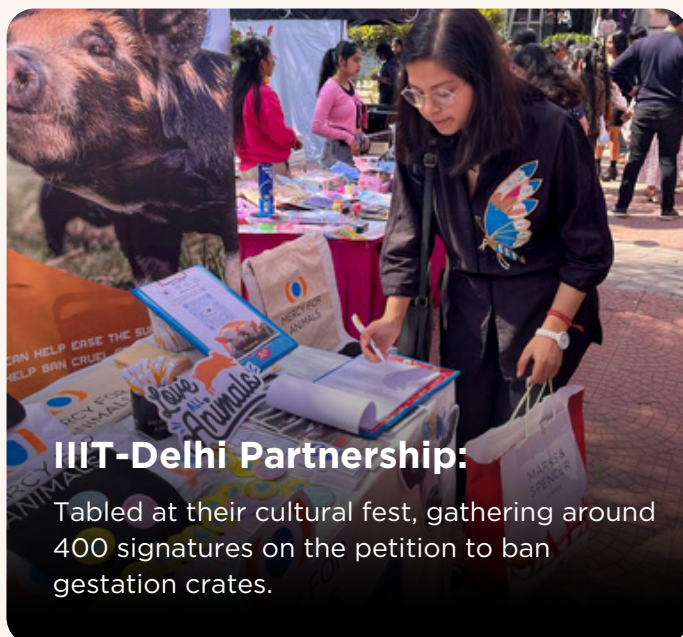
International Animal Rights Day:

Demonstration at Jantar Mantar, Delhi, highlighting the five freedoms of animals.



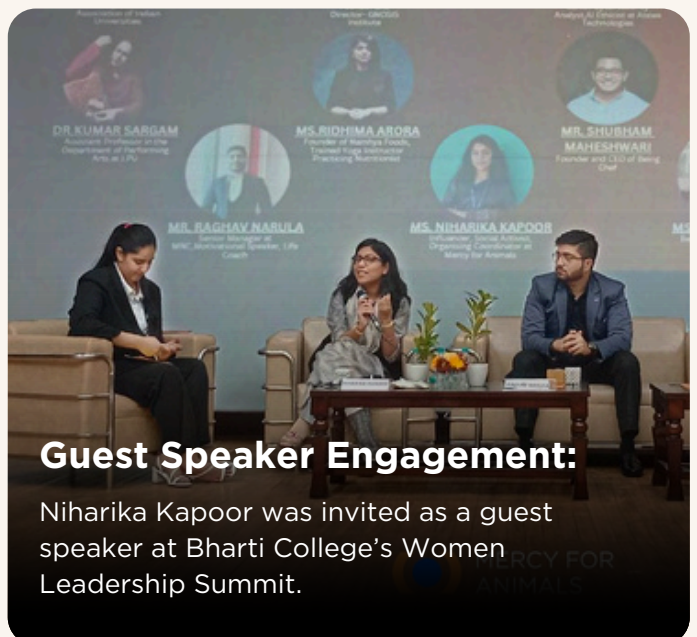
Leafletting in Delhi:

Volunteers distributed leaflets and interacted with the public about dairy issues in Connaught Place, Delhi.



IIT-Delhi Partnership:

Tabled at their cultural fest, gathering around 400 signatures on the petition to ban gestation crates.



Guest Speaker Engagement:

Niharika Kapoor was invited as a guest speaker at Bharti College's Women Leadership Summit.



College Partnerships:

Partnered with Indira Gandhi Delhi Technical University and Daulat Ram College, tabling at their cultural fests to spread awareness about farmed animals.



Social Experiment in Kolkata:

Conducted a social experiment with vegan ice cream tasting and recorded public reactions.



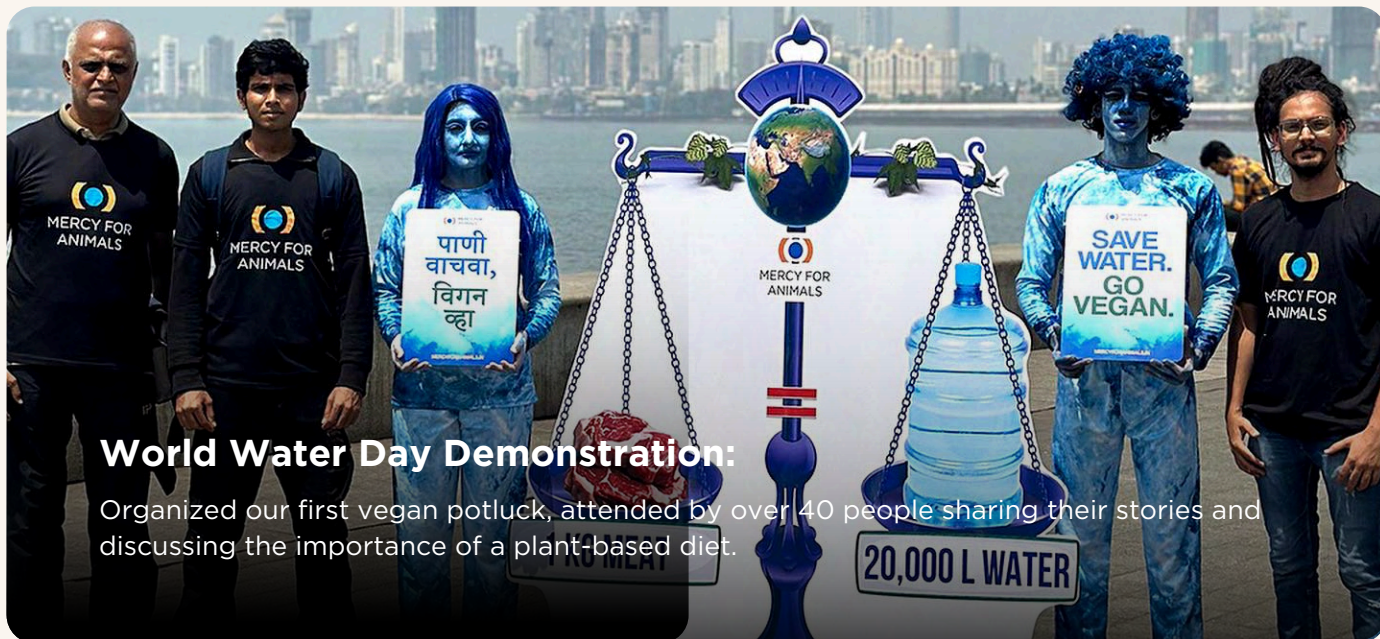
Tabling at IEM-UEM College:

Spread awareness about farmed animals and hosted a vegan ice cream tasting event.



Vegan Potluck in Delhi:

Organized our first vegan potluck, attended by over 40 people sharing their stories and discussing the importance of a plant-based diet.



World Water Day Demonstration:

Organized our first vegan potluck, attended by over 40 people sharing their stories and discussing the importance of a plant-based diet.

GOVERNMENT AFFAIRS AND PUBLIC POLICY

Gestation and Farrowing Crates Prohibition:

KEY ACHIEVEMENTS

- Odisha prohibited the use and manufacture in May 2023.
- Assam, the state with the highest number of pigs, prohibited the use and manufacture in May 2023.
- Maharashtra prohibited the use and manufacture in April 2023.
- Jharkhand prohibited the use, manufacture, and sale in the state.





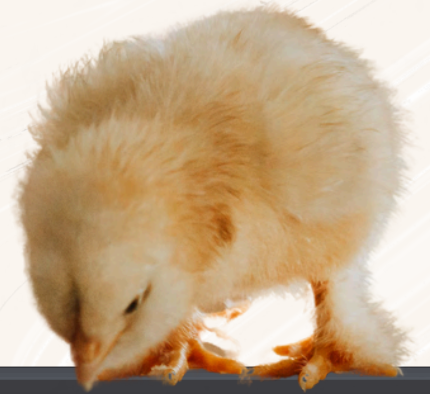
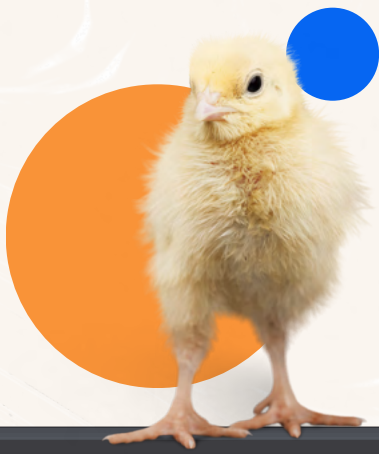
Future Leaders Program:

Niharika Kapoor selected in the Indian Youth Climate Network's Future Leaders Program, pushing 'Food Systems and Emissions' as the 2024 agenda.

YOUNGO Membership:

MFA team member selected as a member of YOUNGO, the official youth and children constituency of the UNFCCC.





TEAM MFA INDIA



This report encapsulates our significant progress and achievements in 2023-2024, highlighting the dedication and hard work of our team and volunteers. We remain committed to our mission and look forward to continued success in the coming year.



THANK YOU!



MERCY FOR
ANIMALS