OUR WORK
About Federation of Indian Animal Protection Organisations (FIAPO)

FIAPO is India’s apex animal rights organisation, founded in the year 2010. As the collective voice of the animal rights movement in India, FIAPO is the catalyst that protects the interests and rights of animals on local and national levels - through education, research, lobbying, mobilisation, networking, training and direct action. Created for the movement, by the movement, FIAPO is India’s only national federation. We work in collaboration with more than 83 members, 200 supporter organisations and 400 individual activists in over 40 cities.

Supporting, collaborating and training forms a major part of what we do. But at the same time, we also run national campaigns, to ensure that we save and protect countless animals from mindless suffering, on an everyday basis – by fighting for better laws and investing heavily in spreading awareness and education.

FIAPO, with support from its member organisations and activists has helped achieve a ban on cetaceans in captivity as well as stopped the establishment of India’s first mega dairy that was proposed to set up with 40,000 cows. It has also rescued animals from over 16 circuses and has set up local networks in 40 cities initiating over 10 different campaigns.
OUR VISION AND MISSION

Vision: Recognition and respect for animal rights in society.

Mission: To connect and empower animal protectors to achieve animal rights by advocacy, networking and capacity building; to create a high-impact, well-connected movement at all levels which will continually address ongoing animal issues.
OUR TRUSTEES

Chairperson
Norma Claude Alvares
November, 2010

Treasurer
Abodh Aras
November, 2010

Trustee
Sathya Radhakrishnan
April, 2013

Trustee
D.R. Mehta
April, 2013

Trustee
Padam Tatia
April, 2015

Trustee
Mofatraj Munot
April, 2015

Trustee
Shakuntala Majumdar
April, 2016

Trustee
Atul Sarin
April, 2017

Chairman Emeritus
Dr. Chinny Krishna
November, 2010
End Exploitative Dairies

- We worked with 40 NGOs and individuals across 10 Indian states.
- India’s largest undercover investigation in 500 dairies across 10 of India’s largest milk-producing states, the investigation laid bare the complete absence of regulation in the dairy industry.
- 5 states issued FIAPo’s dairy code as guidelines through AH– Haryana, Uttar Pradesh, Uttarakhand, Tamil Nadu and Telangana. In addition, drafts of the dairy guidelines have also been submitted to the Urban Development Departments of these states for legislative change.
- Conducted state level workshops to bring multiple stakeholders of dairy cattle management under one roof.
- Suggested edits to 6 BIS standards, governing the welfare and management of animals in dairies.
- More than 70 news articles in regional and national publications.

Stop Illegal Slaughter

- To address the unethical slaughter practices prevalent across the country - we worked with 42 local activists, 22 NGOs in 7 cities namely Bengaluru, Bhubaneswar, Chennai, Dehradun, Delhi, Jaipur and Indore.
- Shops regularly shut and conducted over 70 raids in 6 cities, through local capacity building.
- Conducted workshops with government regulators to bring in legislative reforms.
- Proposed revised licensing conditions to improve the welfare of animals kept in meat shops in Bengaluru, Bhubaneswar and Dehradun.
- More than 60 news articles in regional media.
End Circus Suffering

- Rescued 167 animals from 13 circuses across India and mobilised 114 activists, from 45 NGOs across 18 states.
- As a result of continuous lobbying with regulatory bodies - the Central Zoo Authority and Wildlife Division recommended the ban on using elephants and Animal Welfare Board of India recommended a complete ban on the use of all animals in circuses.

Movement Building

- The only national movement that invests in networking, local capacity building by bringing people together to improve the animal protection framework in the country.
- Working with 210 activists, 131 NGOs in 47 cities to provide a united front for the advancement of animal welfare across the country.
- Four local federations (FAPOs) in Indore, Jaipur, Mumbai and Surat to improve and organise the existing framework of animal protection locally.
- The First-Aid Programme has built capacity of 120 activists, 6 NGOs, 250 community caretakers in Agra, Bilaspur, Indore, Jammu and Varanasi, where FIAPQ-led organisations are covering over 70% of the city through first aid impacting over 6,000 animals.
- In 2017, we also issued grants to 3 shelters to help them improve their animal care facilities.
- **India for Animals Conference (IFA)** - The biennial national conference is one of its kind event that provides a platform to hundreds of grassroots activists, practitioners and philanthropists from across the country. Over 300 national and international delegates attended the 4th India for Animals conference which was held in 2016 and nearly 50 awe-inspiring speakers including Vandana Shiva, Anand Grover, Bittu Sahgal, Chinny Krishna and Gen. Kharb inspired the gathering.
- **FIAPQ Bootcamp 2017** - With an aim to create a stronger dialogue for the animal rights and welfare movement in the country, in 2017 we came up with the concept of Zonal Bootcamps across the nation. Till date, we have covered three zones – Bengaluru (South), Delhi (North) & Pune (West) and impacted close to 200 individuals to become thought leaders and dedicated close to 130 hours of training through interactive workshops. The 4th and the last phase of our Bootcamps is scheduled in Kolkata (East) in March.
**Rabies Free India**

- Building an alliance from other movements—engaging 20 NGOs from health, education and waste sectors, national multi-stakeholder liaisoning with World Health Organisation’s One Health approach, involving partners like Public Health Foundation of India, National Centre for Disease Control, National Rabies Control Program and Health, Education or Urban Development Ministries of different states.

- Piloted and measured positive impact of a new model of ‘victim counselling’ through preventive education programmes on dog-bite in government schools and post-bite counselling programmes for dog-bite victims in Kerala.

- National Centre of Disease Control has also agreed to now include the post-bite counselling in NRCP.

- After a successful pilot in Kerala, the campaign is now taking the movement to other states across India namely Punjab, Assam and West Bengal with local partners.

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**Legal Action**

- Petitioners for jallikattu, Sonepur mela, battery cages and stray dog culling cases.
Living Free

- Through the collective efforts of 362 activists, 27 NGOs in 63 cities, the largest multi-lingual vegan advocacy network of India was able to reach out to 1 million people with the message of veganism.

- Supporting grassroots level activists and NGOs to strengthen the vegan advocacy movement in the country by raising awareness via ten different outreach formats like leafleting (multi-lingual), video outreach, virtual reality, humane education in schools & colleges, tabling sessions and fests.

- Indian Effectiveness Study was conducted to measure the effectiveness of three of our outreach formats [leafleting, virtual reality and video outreach] amongst our target group of 18-34 across Pune, Bengaluru, Delhi and Mumbai.

- Featured in the ‘Limca Book of Records 2017’ for holding the largest awareness drive for animal rights in Indian history. More than 1.33 lakh people across 12 cities were reached out in just 8 short weeks.

Don't Get Milked and Communications

- India’s first outdoor advertising campaign - 23 anti-dairy billboards were put up across Delhi in various locations, including the Delhi Metro and Select City Walk Mall, reaching to over 5 Cr. Delhites.

- Four day radio campaign on Radio City, around National Milk Day- 26th November that reached out to over 53 lakh people in Delhi out of which 85% of the audience were between the age group of 18-35.

- In 2017, our campaign video ‘Milk- The White Gold or The White Lie’ unveiled the reality of the dairy industry and its implications on human health, which was shared by 1,000 users across our digital platforms with a reach of over 75 lakh.
• Reached 1 lakh followers on Facebook with an organic reach of 87,000 and Cost Per Click (CPC) of less than Re. 1.

• For the Don’t Get Milked campaign, we now have nearly 2,000 people who have pledged to go vegan.

• Over 170 articles placed in the media about FIAPPO and the work we do, with an estimated media space worth 2 Cr.

• 50% increase in our followers on Twitter, Instagram and YouTube.

• Increased our mailing database by more than 50%, our monthly newsletter now reaches over 30,000 inboxes.

Corporate Outreach

• Engaged with over 70 companies from food, beverage, apparel and leather industries to bring down and ultimately end the commercial consumption of animal products.

• Four wins – Menchie’s, Cocoberry, Sweetish House Mafia and Fruktville.

• Collaborated with Sweta Agarwal, the renowned MasterChef India participant and Bakeshop to introduce ‘eggless’ baking.

• Meetings with Bata, Kara, Madurai Fashion, Lavie, Mahindra and Hyundai to go leather free. Bata has shown interest in collaborating with us.

• Working with educational institutes and large corporations to introduce vegan canteens – DPS, Mathura Road and Apollo seem favourable.

• We are also approaching multinational companies like Facebook, Google and Oracle who serve mid day meals to their employees.

• Chase for bigger wins in February, 2018 – Starbucks, Baskin Robbins, Cafe Coffee Day and Naturals.