

COMPASSIONATE FRIEND

JOURNAL OF BEAUTY WITHOUT CRUELTY INDIA



INVESTMENT GUIDE

(September 1994)

BENNETT, COLEMAN & CO., LTD.

THE ECONOMIC TIMES

on Sunday

You need to think beyond bulls and bears before investing

J Mulraj

BOMBAY 29 OCTOBER

YOU THOUGHT that the only animal products needed to consider investing in Dalal Street

what has all this got to do with investment, you may well ask. Everything. The force of ethical investment is an extremely potent one. Consider how it was used by American investors to bring an end to apartheid in

restricted only to preventing animal cruelty; there are other forms of ethical investing which BWC is not dealing with, such as environment-friendly investing or the anti-tobacco movement.

performance of a Nemish Shah, who has been an ethical investor, to appreciate the fact. I, for one, would gladly swap my unethical portfolio with his. In fact, some offshore funds have already started this movement. The India Smaller Companies Fund, for example has, in its

interest should make you consider ethical investing as a viable proposition. To really appreciate, or rather depreciate, the amount of cruelty on animals that corporations are guilty of inflicting, a few examples would be in order. Consider a manufacturer of silk, a fabric that we all love to use in a company in which,

The calves are specially slaughtered for the purpose. In the case of leather. Quite a few healthy animals are slaughtered for their hide (who would think an unhealthy skin, anyway). This does not mean that after products are not available. This four year research in by BWC resulted in a polyester derivative available in a silky finish. Similarly, microbicides are being used in the cheese manufacturing industry. Not only results in less slaughter, but also makes the calves a more valuable commodity. The leather is made of animal skin.

THE SUNDAY OBSERVER

BUSINESS

'Don't invest, this company mistreats animals!'

RAJITHA KUMAR

BOMBAY, OCTOBER 15: Paul McCartney is asked if he will do a benefit show for charity, and the former Beatle asks in his turn if the organisation sponsoring the show is vegetarian in composition.

Supermodel Cindy Crawford creates a storm when she — who, till the other day, was earning a fabulous sum promoting a particular line of cosmetics — slays the concerned company because it uses animals while R&D-ing its products. So the vegetarians — and, by extension, animal-lovers and animal rights activists — are taking over the world, so what else is new?

This: if the new Investment Guide put out by the Beauty Without Cruelty outfit is any indication, a company's track record vis-a-vis the dumb chums will now determine where you invest your hard-earned money. 'Ethical investing', BWC India chairperson Diana Ratnagar dubs the trend, explaining that the guide seeks to track companies which are directly

involved in cruelty and killing of animals and those that are not. Then it is up to the people to decide whether conscience, or just monetary gain, should play a role when investing.

Going by the BWC guidelines, companies involved in the production and/or marketing of wool, pharmaceuticals, dairy products (butter, cheese, what have you, on the grounds that milking a cow involves starving its offspring), silk, leather, insecticides and herbicides, liquor-based products like wine, beer and vodka (thanks to the use of fish for clarification), phosphatic fertilisers, and suchlike are not considered 'worthwhile' investments, irrespective of how well the respective companies have been doing in the market.

By the same yardstick, steel manufacture is a no-no for the conscientious investor — "company literature describes the process of manufacturing steel as involving the use of animal fat at some stage." As are soap and toothpaste manufacturers — the obvious reason being the presence in those substances of

animal fats and bone meal. Hotel chains that serve food (and this, mind, is a single major chain do in India today) are, again, As are Titan Watches. Because some of its leather straps...

A flip through the BWC Investment Guide calculated to send But the outfit insists method in this see companies listed if rated in one of the orange, or green. these colours is the guide, BWC traffic policeman giving the green to and products that dumb chums in reservations (or to be peripheral (via the red to that utilise an any way what testing or m

पशुओं के संरक्षण की मार्गदर्शिका प्रकाशित

बम्बई, ७ अक्टूबर (न.प्र.)। पशुओं की सुरक्षा के लिए कार्यरत अंतरराष्ट्रीय संस्था 'ब्यूटी विदाउट क्र्यूएल्टी' ने अपने सदस्यों के लिए 'बी. डब्ल्यू. सी. इन्वेस्टमेंट गाइड' नामक एक मार्गदर्शिका प्रकाशित की है।

पशुओं के साथ क्रूरता से पेश आनेवाली, उन्हें मारने वाली और ऐसा न करने वाली कंपनियों के बारे में पुस्तक में जानकारी दी गयी है। केवल धनार्जन के लिए व्यापार न करते हुए अपने विवेक को भी महत्व देने की सलाह पुस्तिका देती है और 'सही' कंपनियों को चुनने की बात कहती है।

The listing, Ratnagar readily admits, is a "We have," a

urn out to be nces. For cal industries because of the sgs are required, animals before Individual drug (however, been whether they test it is assumed that l five-star hotel belled red because five-star hotel that restaurant serving no

ou wonder, an obvie logic? On the c tulate that? Any oduct should, ergo testing on an based on human be BWC had its way mpany would soc

continued on 1

नवभारत टाइम्स

Beauty Without Cruelty

INTERNATIONAL



INDIA BRANCH : 4 PRINCE OF WALES' DRIVE, WANOWRIE. POONA 411 040.
TEL: (0212) 664321; FAX : (91 212) 66 43 12

An International Educational Charitable Trust for Animal Rights
Donations exempted under section 80G I.T Act 1961

President : Mr. Akbarali H Jetha
Hon. Treasurer : Mr. D R Ratnagar

Hon. Secretary : Ms. Pilu Dady
Chairperson & Editor : Ms. Diana Ratnagar

Contents

Our new Office	1
BWC update	2
BWC Investment Guide	3
Vegetarian Blood	4
Are you a "Pukka" Vegetarian?	5
BWC Shopping Guide	6
Incredible Indeed	8
Bullock Cart Races	10
Derrabassi Slaughter House	11
International Court of Justice for Animal Rights	12
BWC programme in Antwerp	14
Central Zoo Authority Workshop National Conservation Congress 94	16

Beauty Without Cruelty
is a way of life
which causes no creature
of land, sea or air,
terror, torture or death.

BWC Centre Directors

Bangalore

Mr. Sudershan Kumar
M 4/1 SFHS BDA Flats, BTM Layout
Bannerghatta Road, Bangalore 560076
Tel (080) 6634438 / 6634942

Bombay

Mr Hiren Kara
Pallonji Mansion, 43 Cuffe Parade
Bombay 400005 Tel (022) 2041046 / 2150558

Calcutta

Ms. Poornima Toolsidas
15/B, Clive Row, Calcutta 700001
Tel (033) 2209311-2

Madras

Ms. Sonal Murali
Olcott Bungalow
Theosophical Society
Adyar, Madras 600020
Tel (044) 4912815

New Delhi

Ms Kamala Shastri
201 Asia House, Kasturba Gandhi Marg
New Delhi 110001 Tel (011) 387733

Varanasi

Dr C V Agarwal
C/o The Theosophical Society
Kamachha, Varanasi 221010
Tel (0542) 321234

AFFILIATED ORGANISATIONS





Beauty Without Cruelty

(INDIA BRANCH)

OUR NEW OFFICE THANK-YOU TO ALL OUR DONORS!

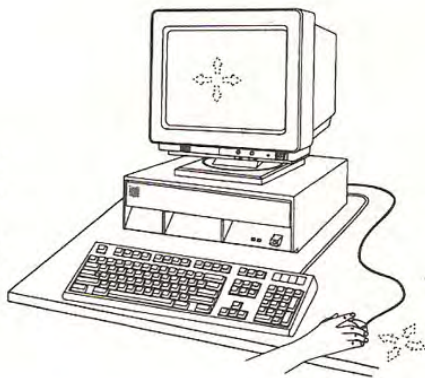
Many members are aware that BWC (India Branch) has since 1981 been actually operating from a rented flat in the building 'Krishna Kunj', which is most centrally situated in Poona. When we discovered that another flat on the floor above us was for sale the Trustees decided it would be a good idea to purchase it, particularly as we were finding it difficult to accommodate all our fast expanding needs in the existing space. Accordingly we bought the flat for a sum of Rs 5 lacs and spent a little more on doing up the place to our requirements. The amount was utilized from the money collected by BWC some years back for the purchase of office space in Bombay. For several years it had been impossible for us to find some thing suitable in Bombay (including two deals which had fallen through at the last minute). So now BWC has a brand new office on ownership basis where we have among other things put in a Computer and other equipment - all generous gifts to BWC. We also have a Fax machine (91.212.664312) which is a boon for fast communication resulting in our work being carried out more efficiently. We are particularly grateful to B Arunkumar & Co. and Mohanlal Raichand & Sons.

COMPASSIONATE FRIEND

from Beauty Without Cruelty (India). May 1995

COMPASSIONATE FRIEND

With a colour computer and laser printer we are now geared to do our own typesetting for the **BWC** magazine. We still have teething problems, but have more or less settled down and plan from this May 1995 issue to get a much better magazine out more frequently.



BWC Calendar

A three-page calendar with the "Would you murder..." designs by Ogilvy & Mather was mailed to all **BWC** members. If in case you haven't received your copy, please write us and we'll send you another. **BWC** is most grateful to Mr. D Shah our most generous donor for having paid for the printing of these calendars.

BWC Sticker

A **BWC** sticker suitable for putting up in cars or behind glass is enclosed with this issue. Like the calendar it is a gift to all **BWC** members from Mr. Shah. Readers are requested to please make sure that it is put up appropriately. Those desirous of having a similar sticker with the gumming on the other side should write to us.

BWC Greeting Cards

Unfortunately due to problems at Vakil's the **Ahinsa** cards were not readily available at all their retail outlets as promised. Nevertheless, some thousands were sold during the season. Plans for this year are yet to be finalised.

BWC Centres

BWC (India Branch) has restructured its Centres and has appointed some new Directors. The upto date list of their names and addresses appears prominently in the magazine. Members living in cities where **BWC** Centres exist are requested to actively participate in promoting the movement.

COMPASSIONATE FRIEND

from Beauty Without Cruelty (India), May 1995

BWC Investment Guide

What company does YOUR money keep?

The response received to the BWC Investment Guide was unexpectedly good! We had three print runs to meet the high demand. People were so pleased with our efforts that donations and membership subscriptions began pouring in in considerably large numbers.

We are particularly grateful to the Hari Charitable Trust for having given us an earmarked donation of Rs. Ten thousand for this project .

The new edition is almost ready and will be available on request . However a donation will be appreciated. Companies which have diversified into "unacceptable" fields if having been placed under the "Green" category are being moved into either "Orange" or "Red" as the case may be. The new edition will list a few more companies including the top 500 giants.

We've been questioned about Mutual Funds: all of them invest in any thing and every thing, changing from time to time. They only declare what percentages they will keep in equity/deposits. This means nothing from our BWC point of view.

BWC appeals to its readers to invest with a clear conscience and avoid compromising their principles.

If there is any particular company you wish to know about but whose name has not been included in our investment guide, please write and ask us. We'll find out and let you know whether we rate it as "Green", "Orange" or "Red".



COMPASSIONATE FRIEND
from Beauty Without Cruelty (India). May 1995

Vegetarian Blood

Today more and more people are following a way of life based on vegetarianism. They desire to eliminate all products of animal origin in their life styles. In keeping with this concept BWC has approached Blood Banks and Hospitals to categorize "vegetarian" blood. If the need arises there are many persons who for whatever reason (religious, ethical, health) would like to take blood only from donors who are strict vegetarians. We feel that with a minor effort on the part of Blood Banks persons can avail of blood of vegetarian origin and rest assured that they have even in their sickness stuck to their principles. If they do not eat meat, why should they take blood from people who consume non-vegetarian foods? Moreover, we have been informed two important facts in favour of blood of vegetarians:

1. The blood of a non-vegetarian person would invariably have an higher uric level.
2. Abnormal lipids are common in the blood of a non-vegetarian person, particularly higher cholesterol and triglycerides.

The Poona Hospital (run by Jains) was the first Hospital to implement categorization of vegetarian/non-vegetarian blood of donors. BWC is confident that many others in different parts of India will follow suit.

We appeal to BWC members having contacts with Blood Banks and Hospitals to personally approach them with this proposal.



Ahinsa Trophy

The Ahinsa Trophy for enrolling the highest number of Life Members during 1994-95 is being awarded to Mr. M R Bhansali. BWC congratulates and thanks Mr. Bhansali very much - never before has any one enrolled as many as 140 Life Members in a span of one year!

COMPASSIONATE FRIEND

from Beauty Without Cruelty (India). May 1995

Are You A Pukka Vegetarian ?

Throughout the world there is an increasing awareness about animal rights and vegetarianism. It is therefore important for those of us who want to bring about a new world which no longer exploits animals, that we become much more vociferous. Don't keep your vegetarianism to yourself. Where ever you go, make it a point to sing the praises of vegetarianism. In short don't keep quiet - make a fuss!

Ask yourself if you are aiding or abetting the meat trade or the exploitation of animals in any way. If you are going to dine with friends would you go to a 'mixed' restaurant, or do you make sure that your friends come with you to a vegetarian restaurant. Do you have shares in any enterprises which exploit animals? Do you avoid buying leather goods? Are you the owner of a hotel, restaurant or nursing home, where you have to serve meat? Do you sell meat in your shop? Do you take adverts which promote meat eating? Difficult as it might seem to give up your business I urge you to do so - or to find alternative means of carrying on your business.

Please do not compromise on your principles, and in the end the almighty will guide you to prosperity! I know of many Jain and Hindu families who have been ruined when they knowingly or unknowingly got involved in the meat trade.

As you might know, I am in the motor trade. Some time back I had a customer who wanted powerful spotlights. After a lot of effort I located them, the customer paid me, and said that he would come and collect them in a day or two. Just as he was about to leave he said that he needed the lights because he went hunting somewhere in Africa. As you might guess, suddenly the spotlights were just not obtainable!

Nitin Mehta (YOUNG INDIAN VEGETARIANS)


COMPASSIONATE FRIEND
from Beauty Without Cruelty (India). May 1995

BWC Vegetarian Shopper's Guide

Most Indians want to follow a vegetarian life-style, but the development and use of newer combination recipes, processing methods and manufacturing techniques tend to confuse the vegetarian consumer whether products are purely vegetarian. As a result, BWC is sought for information on ingredients in products and for guidance in purchasing pure vegetarian items, including non-edible consumables like cosmetics, accessories and household goods.

The BWC "List of Honour" has been covering only cosmetics and toiletries, but now most of our members want to know about every thing they use. To meet this demand from vegetarians and animal lovers (if we love animals we don't eat them) BWC has started a research project for compiling a Vegetarian Shopper's Guide. The work is being carried out under the able guidance of our new Director (Research), Mr. K S Satagopan. The end result will be a most informative and useful book, but the task of gathering information from manufacturers is by no means easy. In fact, it took BWC unexpectedly long to initially draft a foolproof Product Research Questionnaire.

BWC would like members to participate in accomplishing the task of gathering information. The BWC Product Research Questionnaires can be sent again to manufacturers of any and every consumable item indicated by members who could if they wish personally follow-up obtaining an adequate response. To begin with, if you use or eat any item you feel is vegetarian, let us have its brand name together with the name and address of the manufacturer (obtained from the wrapper) and we will approach the company. Or simply mail us the wrapper.

Caution: Off and on members have themselves been writing companies asking if particular products are of animal origin and if they are being tested on animals. Replies, usually from marketing / public relations personnel, both in writing and verbal, to individuals have in a round about manner stated that the items are cruelty-free.

People have thus been lulled into believing a lie; worse still, they have unsuspectingly being using animal origin products. Some time later, they have written BWC asking why so and so product is not included in the "List of Honour"

when the company has assured them it is free of animal substances. BWC has then, yet once again, written to the company with reference to the reply given to our member, but such companies, particularly some multinationals who are known to utilize animal ingredients and perform tests on animals, have never even acknowledged our letters or reminders. This only goes to prove that such products are in reality non-vegetarian and unacceptable for use by animal lovers.

Once again, we warn our readers about believing statements from companies claiming to use no animal ingredients and not testing their products on animals. We advise they be firmly told: "Unless BWC approves the product, we won't use it, so please fill up their Product Research Questionnaire". Think... if what they tell you, that the product is free of animal substances and not tested on animals is true, why should they not wish to obtain BWC approval? You may need to remind the manufacturer/marketer of the purchasing power (to use or not to use) you as a consumer have and that you have a right to know exactly what you are buying.

Imported Calf Rennet Cheese

For over a decade cheese in India has been vegetarian. This was only because Indian made cheese was available. As a result of a 7-year effort, *Beauty Without Cruelty* in 1984 persuaded the Government of India to impose a total ban on the import of animal rennet used in cheese making. This ban still exists which means that all Indian made cheese is vegetarian - it does not contain calf rennet obtained from the stomach of unweaned calves specially killed for the purpose.

However, suddenly due to liberalisation, we find a large amount of foreign cheese, like Kraft, being sold freely. This cheese is not vegetarian. In fact some of the packets clearly state that the rennet utilized is "made from cows".

BWC has therefore written to the Customs authorities to ensure that such animal rennet cheese is not allowed to be imported. We hope that necessary steps will be taken quickly. Meanwhile, we request vegetarians to check that the cheese they consume is made in India.

COMPASSIONATE FRIEND

from Beauty Without Cruelty (India). May 1995

A few days ago I ran across an advertisement from a company called Goats India showing a large photograph of a goat's head with the following caption, as if the goat was speaking: "Count your blessings", says Mrs. Goat. "My market potential is written all over my body." Also included was a smaller photograph of a goat depicting how from different parts of her anatomy (blood, brain, liver, spleen, bones and marrow), various (mostly medicinal) products could be derived. If you read further the ad also described the profitability of goat's milk, cheese, meat and skin. It even indicated how goats are both cheap to feed (as they 'feast' on horticultural waste), and are fast in multiplying. The 'highlights' of the investment scheme included putting the goats in 'factory farms', crossbreeding them, automatically milking them, slaughtering them and tanning their hide for domestic and foreign markets — all under the most 'high-tech, scientific and modern' processes to insure 'optimum returns to the investor'. A large caption at the bottom of the ad completed the effect: 'An incredible Investment Opportunity.' **Incredible indeed!**

Personifying a female goat to simulate a condonation of the animal's cruel treatment for human profit should jar the conscience of every sensitive and sensible reader. If goats and other animals similarly exploited could really speak, would they be willing to undergo such cruelties for humanity's benefit? The real irony is that humanity's apparent benefit is seriously questioned when it results from such inhuman treatment of living, feeling creatures.

The late I.K. Taimni, Professor of Chemistry at the Allahabad University for many years, and well-known author of *The Science of Yoga*, pointed out that the capacity of animals to feel pleasure or pain is fairly well developed, as their emotional bodies and nervous systems are quite well organised. He added that in the higher animals they found not only the capacity for feeling sensations well developed but also the beginnings of mental activity. Today the ample evidence along these lines is well known. However, the karmic consequences to humans as a result of their cruelty to animals is not taken seriously by many people. Yet, as early as 1945 in *Self-Culture*, Taimni stated:

'Count your blessings,' says Mrs. Goat. 'My market potential is written all over my body'



An Incredible Investment Opportunity

INCREDIBLE

Any injury inflicted on the physical body is felt acutely by the animal though it may not be able to express its feelings... Suffering inflicted on others recoils inevitably on the wrong-doer, sooner or later, and the all-embracing law of karma does not cease to function in the case of those who are ignorant or try to find plausible excuses for their wrong doing. If people only knew what terrible suffering they are piling up on themselves by their callousness and cruelty inflicted on animals they would be less inclined to dismiss these unpleasant subjects with a shrug of their shoulders and continue in their evil ways in an utterly irresponsible manner.

COMPASSIONATE FRIEND

from Beauty Without Cruelty (India). May 1995

- Anti-rabies medicine from goat brain.
- B-Complex and tonics from Goat Liver.



- Insulin for diabetes from goat spleen.

- Haemoglobin, calcium and phosphorus from goat bones and marrow.

Foams, Proteins and plasma from Goat Blood.

Goats will cross breed the 13 varieties of goats in India. Jamunapari goats with imported goat strains will give 2.5 litres and milk a day. Milk that is 2.5% wonderful for children and just aged. Milk that fitness disease very in United States and in times.

Goats are the most in India and are being in the ready goat countries and in the world. Other animals, a goat is the most waste as a goat. It is very easy to breed goats. One goat 2 times into 1 goat. It is the most efficient in the world market extensively for and garments etc.

Goats, contact: Ph 252842

HIGHLIGHTS

- For a start, Goats India offers you 10000 units. That is, a goat, for 200 and a kid called one unit and one unit will be sold at Rs 2,500. For this, there are three options:
 1. Golden Goat Annual Scheme: On an investment of Rs 5,000, the interest is paid yearly for 10 years. The total amount you get on your investment is Rs 27,000.
 2. Golden Goat Cumulative Scheme: On an investment of Rs 5,000, you get 10 goats in 10 years. The interest is paid yearly for 10 years. The amount accrued will be Rs 38,500.
 3. Golden Goat Multiple Scheme: On an investment of Rs 5,000, you get 10 goats in 10 years. The amount accrued will be Rs 38,500.
- Goats India is setting up the most hi-tech, scientific goats farm incorporating modern farm technology and the intensive farm system.
- Introducing genetically superior goats by cross breeding Tricherry and Jamunapari goats with Australian breeds.
- Implementing economically feasible management technique and bringing the goats farm under the organized sector to get optimum returns to the investor.
- Setting up of a modern slaughter house of International Standard in Phase-II.
- A higher standard automatic processing plant and a milk processing unit.
- Establishment of a modern tannery unit with effluent treatment plant.
- Processing leather for domestic and international markets.



Goats India Private Limited
C-2, Main 11, Ramnagar, Siliguri
Distt. Nadia, WB, INDIA

Investment Opportunity

E INDEED!

Idarmis Rodriguez

In a letter to *The Hindu* last summer, Ms. Radha Burnier, International President of the Theosophical Society, answered the question of a writer in that paper as to whether animals have rights, since they are incapable of a sense of responsibility. As she wrote, many animals have demonstrated that they are. Numerous species of dogs, horses and other animals have repeatedly demonstrated their uncanny sense of loyalty and responsibility to their own as well as to other animal species, and, of course, to humans. Even monkeys are now looking after paraplegics! And she added: "If the ancient sages are correct about

karmic consequences, can humanity be well through inflicting so much pain and deprivation for the sake of getting more knowledge and pleasure?"

More recently, in a letter to the Prime Minister of India protesting against the Government's policy of exporting meat, live animals, and other foodstuffs and materials based on the exploitation of living creatures, Ms. Burnier pointed out, among other serious concerns:

It is a gross sin to make a business and industry of killing living creatures, and regarding profit as more important than moral considerations. The modern system of intensive breeding, transport, slaughter, and marketing engages huge numbers of people in the process who get used to handling and thinking of living beings as if they were lifeless objects. Such people are conditioned to be heartless and totally insensitive to suffering. Habituating the mind to pitiless activities has serious repercussions on human society. Incredible atrocities are committed by human beings on each other because disrespect of life is being built into the consciousness of more and more people.

In his book *Diet for a New America*, written in 1987, John Robbins, President of the Earth Save Foundation, describes with ample evidence how a humane and ecological society cannot be built upon an inhuman system of food production.

Mahatma Gandhi taught the world: "As a searcher for truth, I wish to state that perfect vegetarian food is necessary for a man to keep his body, mind and soul in a sound condition. I do feel that spiritual progress does demand that we should cease to kill our fellow creatures for the satisfaction of our physical wants."

The Constitution of India, Article 51A(g) clearly states: 'It shall be the fundamental duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife, and to have compassion for all living creatures.' When will the Government of India start enforcing its own laws? If India does not set an example for the world, companies like Goats India will continue to blindly follow the world's poor example.

COMPASSIONATE FRIEND
from Beauty Without Cruelty (India). May 1995



PUNE FESTIVAL

9-18 SEPTEMBER 1994

Bullock Cart Races

Ban sought

BWC along with another voluntary organisation called the Sarva Jeeva Mangal Pratishthan have in a Memorandum addressed to the Deputy Chief Minister Gopinath Munde demanded an immediate ban on Ox-racing in the State of Maharashtra.

The organisations' deep concern about Bullock Cart Races which have been taking place every year during the Ganesh Festival celebrations in Poona has been expressed.

Few people realise that the poor bulls suffer and are injured. Fewer realise that humans also get hurt. In 1994, an old man was killed. It is impossible to ensure 'safety' for the spectators, or to do away with the cruelties inflicted upon the bulls made to perform.

The Bullock Cart Races attract the provisions laid down by the Prevention of Cruelty to Animals' Act, 1960, under which it is an offence to 'override' and 'overdrive' an animal.

In short Bullock Cart Racing far from serves the purpose of being a 'star attraction' of the Ganesh Festival celebrations but only results in adverse publicity for Maharashtra State.


COMPASSIONATE FRIEND
from Beauty Without Cruelty (India), May 1995

Order to close down Derrabassi slaughter house

BWC has congratulated the Hon'ble Chief Minister of Punjab Beant Singh for having ordered the closure of Punjab Meats Ltds' Rs. 480 million modern slaughter house at Derabassi in Patiala District. This 100% export oriented abattoir was started on 23rd September 1994 with the object of producing 10000 tonnes of boneless buffalo meat in the first phase.

Protests led by the Jain community and other bodies against the project had been going on for years. Finally, in March 1995 the State Government gave in "out of respect for the religious sentiments of the masses", with the Chief Minister stating "my conscience did not allow me to sacrifice thousands of buffaloes in the slaughter house".

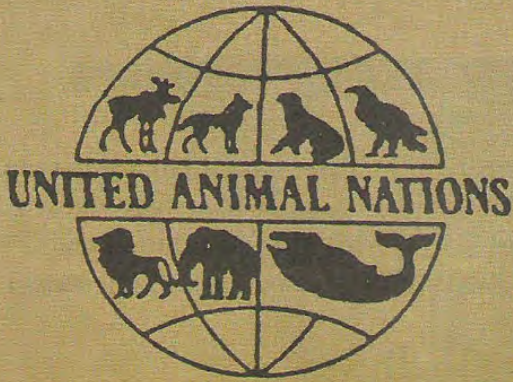
As expected, objections have been raised by the company and those with vested interests in the meat trade, but they should be overcome.

BWC now hopes the CMs of other States, particularly Andhra Pradesh follow suit with the closure of the Al Kabeer slaughter house at Rudraram, near Hyderabad, which currently kills 500 buffaloes and 2500 sheep per day with a turnover of Rs. 56 crores, against which a Supreme Case petition has been filed. And squash the plans of the Andhra Pradesh State Meat & Poultry Development Corporation to open a Rs. 22 crore project to slaughter 6000 sheep & goats and 400 cattle per shift daily in a modern abattoir in the Ranga District.

The Theosophical Society has launched a signature campaign appealing to the Prime Minister to stop the export of meat from India. The well-worded petition forms are available from BWC on request.

During the Eight Plan India's export target for meat is Rs. 1500 crores and an additional Rs. 500 crores is expected to be exported. A large chunk of this export comprises of products like skin, bone meal, bone chips, liver extracts, blood, intestines, fats, hair etc. while the meat itself could be considered as a by-product.

The ultimate in animal rights is to support vegetarianism and save animals from slaughter. If we claim to love animals, we can't possibly eat them or utilise their leather and other derivatives. Or be a silent spectator to the numerous export oriented slaughter houses in different parts of the country.



International Court of Justice for Animal Rights

This year the United Animal Nations' International Court of Justice for Animal Rights held their Trial on cruelties inflicted upon animals transported for slaughter across Europe. BWC (India Branch) was asked to participate at the public hearing of this Second Trial in the Case at the International Court for Animal Rights at Geneva (Switzerland) on 6th March 1995. We requested Ms. Maneka Gandhi (former Union Minister of Environment & Forests and India's leading animal activist) to attend which she did as a Member of the Jury. We are grateful to the Foundation Franz Weber for having sponsored her trip.

The purpose of the Trial was to publicly call to account the trade associations and politicians who were responsible for existing conditions. Despite continuing and growing public protest over 252 million animals were being annually transported thousands of kilometers under monstrous conditions from one end of the continent to another, on their long journey towards death. Punched-out eyes, torn-off ears, broken horns, smashed limbs, hipbones and backbones were "normal" transport damages, "trifles" in the jargon of the shippers.

The highlights of the Verdict were as follows:

The Court noted that with the exception of Austria, Ministers of Agriculture of other countries in the European Union were unable to abolish all livestock transports of more than four hours duration thus giving rise to torture, agony and horror animals endure during transportation .

The Court repeated its demand to abolish immediately the system of subsidies which privileges the meat mafia and is a cause of overproduction.


COMPASSIONATE FRIEND
from Beauty Without Cruelty (India). May 1995

The Court appealed for international solidarity and invited consumers to reduce drastically the consumption of meat and to support research on alternative foods.

The Court asked the Churches to break their guilty silence, and the Pope and the Patriarch of Constantinople to condemn solemnly the horror and give instructions to the clergy by reminding them that animals are God's creatures.

The Court solemnly rendered homage to Ms. Jill Phipps, mercilessly run over and killed by a cattle lorry she was attempting to stop.

The complete and motivated Judgment was sent without delay to the condemned Presidents of States, Ministers and Commissioners, Members of the European Parliament, the Pope, the Patriarch of Constantinople, the Heads of other European Churches and for special study to the German Chancellor Helmut Kohl.



The Congress took place at The Hague in Holland from 8th to 13th August 1994. Several BWC Members from India including Mr. Hiren Kara, Director BWC (Bombay Centre) were present. Ms. Diana Ratnagar who attended as a Council Member of the International Vegetarian Union, gave a short talk on **Beauty Without Cruelty**.

In Holland efforts were made to locate Seaswan bv, the company planning to export cow dung to be utilised as a fertiliser in India! BWC continues to object on the grounds that it just doesn't make sense to export meat and import fertiliser. The cattle, if not slaughtered would provide the organic fertiliser India needs.

BWC Charity International HQs

During August 1994, on a personal visit to England, Ms. Diana Ratnagar, Chairperson BWC (India Branch) took the opportunity of meeting the BWC Charity Int Trustees. Unfortunately, at that time the organisation was under tremendous financial and other strain. Since then, the Executive Director has been removed from employment and there has been a change in the Trustees. Also there is a possibility of the Charity rejoining forces with the company BWC plc so that both benefit.


COMPASSIONATE FRIEND
from Beauty Without Cruelty (India), May 1995

BWC PROGRAMME IN ANTWERP

On 28th August 1994 Asha and Rajesh Mehta and Pallavi and Dilip Mehta invited the Indian community in Antwerp to meet Diana Ratnagar, Chairperson of **Beauty Without Cruelty**, India. The purpose was to show people how they could easily use non-animal origin products instead of "hinsak" items.

The 80 or more persons who attended the programme were greatly moved on seeing the video films. They wanted to know all about the vegetarian alternatives available not only in foods but also other items of daily use.

To help them identify vegetarian products, a couple of Guides were suggested namely the "Animal Free Shopper" and guides to restaurants in London, Europe, etc.

BWC India had a "List of Honour" booklet (acceptable cosmetics and toiletries) and an "Investment Guide". However everyone felt there was a need for a comprehensive Vegetarian Shopper's Guide covering everything except restaurants in India. People were willing to fund such a project if undertaken by **BWC**.

The awareness created also resulted in people wanting to know about particular food items consumed by them. It was suggested they read the ingredients on labels and if in doubt write to the manufacturer. Meanwhile a list would also be prepared of some foods such as chocolates, cheeses etc. which were lacto-vegetarian as per Indian ethical standards.

In his introduction Rajesh Mehta spoke about some of the major achievements of **BWC** and stressed the importance of utilising vegetarian alternatives. Diana Ratnagar said that the work of **BWC** was to point out what was available, where and what it contained or did not contain but it was entirely up to each person to decide what to eat and use.

Several joined as members and came forward to know more about what they could do to eliminate some of the animal origin products they were unknowingly utilising.

Rajesh Mehta pointed out some business opportunities which would help the cause in India:

1. Setting up a Cosmetic factory and marketing the items. The same factory could also manufacture non-gelatine capsules used in medicines.
2. Jojoba Plantation (oil from the jojoba seed replaces sperm oil from the whale).
3. Developing an alternative for “waraq” manufacture. (silver foil is made between ox-gut skin)
4. Developing alternatives to hog and mongoose hair bristles for wall painting, shaving, artists brushes etc.
5. Manufacture of non-silk “zari” brocade sarees specially woven in Banaras.

A wider awareness was needed so that the demand for items such as snake and crocodile skin handbags, wallets, belts, shoes or even leather items diminishes to a small extent. If more and more people demand “ahinsak” goods, animal lives would be saved as it was a matter of demand and supply.

BWC was currently working on drawing up guidelines for use of animals in films. The organisation also needed to constantly get support and help from the Government for either changing laws or forming new ones to benefit the cause. **BWC** had taken up issues such as opposing fast food, non-vegetarian outlets being set up, the establishment of National Poultry and Meat Boards etc. Success was not always easy or possible, but **BWC** would continue to strive. The organisation needed to grow and draw attention via the media.

BWC receives a legacy

Ms. Silla Adi Marzban, a Life Member of BWC supported the movement ever since she joined the organisation in 1976. She took keen interest in what was going on and being achieved and always asked: “Do you need money?” Then: “I am sure you do! Please take this cheque as a donation... due to failing health I myself can do no more than give money for the animals. It pains me so much whenever I read about cruelty and suffering of animals... I know you’ll help them.” Her confidence in BWC made her include us in her Will. While we are grateful to her for her legacy of shares worth just over Rs 1 lac, we miss her keen interest and encouragement.

Central Zoo Authority Workshop

Ms. Kamala Shastri, Director **BWC** (Delhi Centre) was invited to the Central Zoo Authority Workshop held for three days in Delhi.

At such programmes **BWC** can do no more than voice their stand to the effect that "zoos are degrading, insulting and cruel institutions for animals". The people involved believe in promoting the concept of keeping and breeding wild life in captivity. Unless this basic philosophy changes, **BWC** will not be satisfied with half measures for improving conditions of the poor imprisoned animals.

Ironically, the next day the newspapers reported the shocking news about a zoo cheetah which died during its train journey from Delhi to Hyderabad! The Addl. IGF(D) of the Ministry of Environment & Forests justified it in "a not very encouraging letter" to our **BWC** Int President, Ms. Virginia McKenna: "Transport of animals from one zoo to another for planned breeding is inevitable and can not be banned... when the animal keeper went to check the animal at Bhopal the animal was found dead."

National Conservation Congress 94

BWC (India Branch) was represented by Ms. Kamala Shastri, Director **BWC** (Delhi Centre) at the National Conservation Congress organised in New Delhi by WWF-India when HRH Prince Philip graced the occasion. Ms Shastri asked Prince Philip "why not total protection for all forms of life"? to which he counter-asked: "including mice and mosquitoes?" Her "yes" was not liked by him and from the dias he replied animal welfare was not their job, only "nature"! In addition, Ms Shastri strongly objected to the organizers on their presenting silk ties to the delegates and for serving 90% non-vegetarian food.

We quote below the concluding para of a logical and revealing article written by Ms Maneka Gandhi for "The Hindustan Times" : "You want to save the country's green cover? You want to do some thing to increase the oxygen in the air, the fresh water in the ground? You want to breathe properly? Start with giving up meat."

Edited and published by Ms. Diana Ratnagar, Chairperson, Beauty Without Cruelty (India),
4 Prince of Wales' Drive, Wanowrie, Poona 411040.

Printed by Mr. Kant Dabholkar, at M/s. Kant Dabholkar Printers
2432 East Street, Poona 411001.


COMPASSIONATE FRIEND

from Beauty Without Cruelty (India). May 1995

Beauty Is S(k)in Deep

*A resplendent tissue saree the bride wore
A toil of the Kancheepuram weavers, perspiring to the pore
Glittering crepe silk Sarees, Banarasi brocades,
wedding guests so well dressed
beautiful ladies so rich and blessed
And all I could think was the pain and pain
of thousands of silkworms that got boiled for somebody's gain.*

*In Madrid I met a lady cheering the Matador in the bull fight
Perversely I wanted the bull to win in a fair fight
She sported a coat of mink, looking so prosperous
I wondered how many foxes, rabbits and mink got killed
to make her so glamorous.*

*At the Wellington Club, I saw the hall - a taxidermists delight
Leopards, antelopes, wild buffaloes that lost the race of their flight
Shot by British planters and hunters
The piercing pain of animals that couldn't outrun to safe shelters.*

*I see people with Fez Caps and Leather Jackets - are they at all sad
that an unborn lamb and sheep was slaughtered for their fad.
I see people with Ivory bracelets, a snakeskin belts, crocodile skin purse
A status symbol for the fashionable and rich.
What about the pain & pain of the animals
should they not speak and curse*

*I have friends who dine at Taj, Oberoi and Khyber
they devour steak, roast lamb
and Tandoori chicken a color amber.
I think of the pain, pain galore
of animals that went to satiate their appetite more & more.*

*Are we from the land of the Buddha & Gandhi and the Jains
In anguish I scream - how can we ever atone for the animal's pains.*

Ranga

Photography : Atul Kasbekar Model : Rachel Reuben Processing : Mitter Bedi

Would you murder a woman just because you liked her skin?

Then why murder an animal
for its hide?

Murder is too high a price
to pay for a leather belt.

The choice is yours.

Be human. Let animals be.

Beauty Without Cruelty

Post Box 1518, Poona 411 040

