

Vol. 25 No. 3 Monsoon 2002



# COMPASSIONATE FRIEND

JOURNAL OF BEAUTY WITHOUT CRUELTY INDIA

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The Silk Moth:  
s(moth)ered for vanity?

AVL  
Order Form  
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# Beauty Without Cruelty

INDIA

An International Educational Charitable Trust for Animal Rights

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Hon. Treasurer **Wg Cdr (Retd) R K Kachru**

Chairperson **Ms Diana Ratnagar**  
Hon. Secretary **Swami Chetan Namito**

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It is a tribute to the human heart that it is moved by the suffering of fellow non-human creatures who cannot even speak of their suffering to us. Compassion for the larger animals like the cow, goat, pig, hen comes easily and naturally. But the smaller the life/creature becomes or the nearer to the border of some notion of 'worthiness', the more feeble our sympathy for its condition.

Invertebrates like insects universally lie on the other side of this border. Few people would love a cockroach and/or be unrepulsed by a scorpion. So these creatures suffer attacks from us because of the dangers we sense from them. But what does one say of the beautiful butterfly which unfortunately becomes the victim of juvenile cruelty and vanity by being killed for its dazzling wings to be kept pressed between pages of a notebook or mounted for decoration. The silk moth in addition to not being as strikingly beautiful as a butterfly, is also guilty of the ultimate sin of producing a substance that has aroused man's desire. For pure vanity, not any survival need like food or warmth. For this it pays with its life, falling prey to the great commercial predatory machine of mankind even though

it causes us no harm and stays out of our way.

The beautiful butterfly or ladybird beetle have nowadays found many champions for their right to a free life in nature. The silk moth, however, continues to be exploited relentlessly, even by religious figureheads.

It is sad that today, the atmosphere surrounding many of our spiritual leaders—otherwise vegetarian—is full of negative vibrations from their using silk robes during religious ceremonies. This phenomenon is sad primarily because it is indicative of a lack of high ideals and depth of thinking on the part of the leaders. If they do not think of this, how will the layperson? Only if they think of insects will the common man start thinking of larger animals.



*RRKonkar*

(Ranjit Konkar)  
Editor

## Good news about BWC Calendar 2003

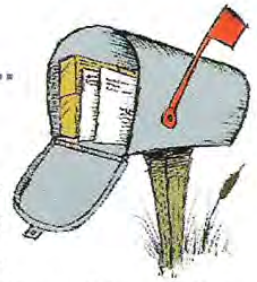


We are very excited to inform you that Vintage Cards & Creations Ltd. have agreed to design the Year 2003 BWC calendar. Yes, this time BWC calendars are going to be on sale at all Hallmark outlets (Vintage is licensee of Hallmark in India) across the country. We are thrilled to think of the increased exposure and number of new members and supporters this might get us. So please encourage your friends when they shop for a calendar but don't want to become members to pick up our calendar from the Hallmark store! We won't disclose the theme yet; wait for your copy in the post.

The calendars will also be available at the BWC stall at the forthcoming Festival of Charities on 30th November 2002 (details on page 20). We request all Mumbai members to visit our stall and pick up their copies of the calendar to save us the postal charges in mailing it to them later. But *please come with the label from the envelope* of this magazine so that we can identify you and mark your calendar as delivered.







Dear Sir,

I happened to travel from Bijapur to Sholapur on a passenger train on the Ayudha pooja day, during Dashera. At many stations train was worshipped by offering sheep sacrifice before the commencement of pooja. I felt very bad and sad that this kind of inhuman cruel acts are still prevailing in most of the top metros.

Government has passed and implemented Prevention of Animals Sacrifices Act, 1959, which clearly states that 'Precincts' in relation to a place of public religious worship or adoration includes all kinds and buildings near such place which are ordinarily used for purposes of any religious worship or adoration. Even then in central Govt managed Indian Railways this kind of animal sacrifices are encouraged and practiced during Dashera festival.



Thank you

Ashok Mehta  
Director, Mehta H. P. Jain Financial Services Ltd.

*This practice has been observed and stopped by vigilant activists before. Please refer to our Compassionate Friend Vol 22 No 4 for an article on it. BWC's letter to the Indian Railways is given in this issue—Editor.*



Sujaya Jagadish  
Bangalore

Thank you **BWC** for educating people about these (animal sacrifices in Himachal Pradesh) problems that exist in our country. Please let me know how I can be of help in saving these poor helpless creatures.

*By threatening the HP Government that you would stop visiting their state if they don't stop the practice. Also, if possible, get all the travel and holiday companies you know to write to the HP Tourism Office at Manali saying that travellers are becoming reluctant to visit Manali because of the sacrifice they have to witness at the temples—Editor.*



Uma Vasanthkumar  
Chennai

Dear Sir/Madam,

We introduce ourselves as promoters of Artistry SkinCare products, marketed by Amway India Enterprises through distributors like us. We conduct Artistry Beauty Clinics very regularly and promote the products through personalised attention, with participants trying out the products on themselves. Recently, in one of the clinics, there was a lady, who is a member of **BWC**. She said that she was very much impressed by the products, though she did not try them herself without making sure about the clearance from **BWC**. It is in this context that we are writing to you this mail. We would like to know about the formalities in clearing the products that they are absolutely free from any cruelty to animals. Is there a questionnaire or a form, which will help us to answer your queries? If so, where could we get them? What are the formalities? How do we register with **BWC**? We would be grateful to you if you would answer our queries. We would really appreciate it.

Thank you.

Dear Ms Vasanthi Rajin,

**Beauty Without Cruelty** would like to thank you for refusing to buy products which are not certified by **BWC**. This has helped us a lot since they approached us for questionnaires which we have sent to Artistry Skin Care Products and they are going to get them filled from Amway and send



them back to us. If all our members come forth in this manner and let the manufacturers know that they would use only products which they are sure have not been tested on animals or do not contain animal ingredients we would get more responses from the manufacturers.

*We need volunteers like you to expand our research work and get responses from manufacturers.—Editor*



From: [MIBnMOGS@pgen.net](mailto:MIBnMOGS@pgen.net)  
Sent: Tuesday, Aug 27, 2002  
Subject: Fripperies of Animal Welfare

Charities

Dear Sir or Madam,

I have just visited the **BWC** site for the first time— I am sorry, I should have done so long before now as I have supported you for some time and have received Compassionate Friend and your so beautifully produced and informative calendars.

I have to agree with the comment made regarding delays in receiving calendars *etc*—the animals must come first. I realise that charitable

organisations have to attract interest but quite frankly, if the glossies and well presented literature are all that attract supporters are they really supporters?

I wouldn't mind if merchandise was produced on the cheapest of paper—toilet paper included (excuse the crudity of this joke). As a supporter of the cause(s) I would welcome such products as it would indicate that the money REAL SUPPORTERS GIVE was being put towards the welfare of the animals and not on production of materials to attract people who should not need such incentive. Please excuse the forwardness of these comments but it is something I feel strongly about.

Thank you

Mary Irene Black

*Thanks, Mary, for your moral support and appreciation. It is what keeps us going here, believe me, the feedback of well-wishers—Editor*



## A Vegetarian Lifestyle due for release!

The second edition of *A Vegetarian Lifestyle* is due in a couple of months. Remember the fat pink book that you received with your life membership? The one that contained the list of vegetarian products in the market? Well, in its next incarnation, it would look about a tenth as thick, since we decided to retain only the product information in it and to take away all the philosophical, descriptive stuff. We have updated it, adding a lot of interesting information, especially regarding testing and ingredients. It will be available free to all Individual Life members, Educational Organisation members, and Corporate Members, and against donation to Annual members, but to all *only on request*. Anyone who wants it would have to send us the request form inserted in this issue with the Membership Update Form and Volunteer Form completely filled. We have requested members from time to time to keep us informed about their changed contact numbers and e-mail addresses but have failed to receive more than a handful of responses. We hope that the temptation of receiving a free copy of the next edition entices you to send in your bio-data. Please do not procrastinate this time. It is very useful for us to get in touch with you when we need your support for local campaigns or want to inform you about local events. Be especially sure to let us know your email address if you have one: you can then be part of our newly created email newsgroup on Yahoogroups.



# STOP PRESS!

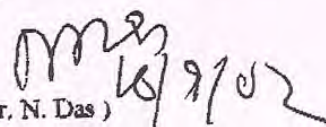
The Planning Commission rejects in their entirety the proposals of the Meat lobby (refer letters below).  
Your protests make the difference! Your efforts affect National Policy!  
Please do not send any more protests to the Prime Minister.  
Details in the next issue of Compassionate Friend.

No.M-12043/3/2000-Agri.  
Government of India  
Planning Commission  
(Agriculture Division)

Yojana Bhavan, Sansad Marg,  
New Delhi, the 16<sup>th</sup> Sept., 2002

## OFFICE MEMORANDUM

Kindly refer to your letter dated 13.9.2002 regarding recommendations of the Meat Sub-Group/Working Group on Animal Husbandry & Dairying for Tenth Plan. The recommendations of the Sub Group XI, especially pertaining to slaughter houses, have not been accepted. The Animal Husbandry & Dairying Department has also not forwarded any new scheme regarding the meat sector and none accordingly has been sanctioned by the Planning Commission. The Planning Commission has already issued a 'Press Note' in this regard (Copy Enclosed).

  
( Dr. N. Das )  
Deputy Adviser (AH&D)

## PRESS NOTE

Planning Commission has received many representations against the recommendations of the Sub Group XI (meat sector) constituted as per the suggestion of the Working Group on Animal Husbandry and Dairying for the Tenth Plan. The following clarification is being released to state the factual position.

Working Groups are set up by the Planning Commission to get various sectoral issues examined so as to identify the inputs that may be incorporated in the Plan Document. For the Tenth Plan, 98 such Working Groups were set up for the purpose. In fact, hundreds of Sub Groups were set up to assist the Working Groups and one such was Sub Group XI, which dealt with the meat sector.

The Working Group Report, *inter alia*, contains the views of individual members, for and against development of the meat sector. However, these are not the views of the Planning Commission and the Department of Animal Husbandry. The recommendations of the Sub Group XI, especially pertaining to slaughterhouses, have not been accepted. The Animal Husbandry & Dairying Department has also not forwarded any new scheme regarding the meat sector and none accordingly has been sanctioned by the Planning Commission.

The Planning Commission and the Animal Husbandry Department are according priority to cattle breeding, animal health and disease control, feed and fodder production, live stock improvement programmes and dairy development.



## Ostrich...sorry, Emu farming arrives in Maharashtra!

We got the shock of a lifetime to read one day in the Marathi papers that Emu Farming has arrived in Maharashtra. Our own backyard. The tone of the article was, expectedly, admiring of this new development that had appeared on the horizon of rural Maharashtra. Very few—like us at **BWC**—would have read this with any alarm.

The article described the presence of a batch of emus on a farm near Baramati, a rich and prosperous agricultural province of Maharashtra. It went on to highlight the benefits of farming this creature, the nutritional advantages of consuming its meat, *etc.* We were alerted to this report by Shri Ramesh Shelar, one of our active members in Shirur, Maharashtra. He subsequently took the initiative to visit the place described in the article, took pictures, and brought back a full report for us, summarised below:

Emu farming started in India under the auspices of the Emu Farming Association of India based in Vishakhapatnam. This body seeks to start and popularise Emu Farming on a commercial basis in India. To that end, it has imported hundreds of these birds (as chicks) from Australia and is seeking the interest of farmers across India to take up this activity. The ultimate purpose is, of course, the slaughter of the birds to harvest them for their meat, leather, and oil.

And who eats the meat? Poor, hungry, starving people who can't afford grains and vegetables? You guessed correctly. Nobody below five-star wealth is going to taste this. The remaining is going to be flown out for plates and palates abroad, popularising the disgraceful association of Indian's name with meat production.

And who gets to kill the birds for putting it sanitised on the foreign and five-star plates? Why, the great Indian labour class, of course! Condemned by the meat-eaters' demands to the most demeaning and dehumanising job created by man for him-

self, these butchers are the grimmest face of globalisation in India.

The Association is currently aiming simply at breeding more and more birds. When their number crosses the figure of one lakh all over India, the activity of slaughtering them is slated to begin. Until then, farmers are being encouraged not to kill them but to breed more of them.



*The emus imported into India from Australia to be killed here.*

**BWC** is busy thinking about how to counter this activity. While the activity is now 2–3 years old and reasonably well-entrenched, it has no popular acceptance yet. For the reasons that a) it is completely legal, making any legal recourse difficult, and that b) it is visually not disturbing in the breeding stage, thus not winning us any emotion-based sympathy from visitors, it promises to be difficult to roll it back. But roll it back we must. Otherwise, if it catches on like poultry, there will be no stopping it.

We will keep you posted on the course we take. We would like your ideas on this, too. **If any of you from Maharashtra (near Baramati) or Andhra Pradesh (specifically Vishakhapatnam) are interested in working on this, doing investigation, contacting people, spreading the word of the risks of emu farming, etc., please contact us.** We would welcome your help. We need volunteers to do field work on this project. 🐾



# BWC Protests!

I. Times Of India, Pune, 23<sup>rd</sup> June 2002

8<sup>th</sup> July 2002

## Chow Time

**THE wait is finally over. After putting thought into whether or not it suits the Indian palate, the Centre is in the process of issuing certification to genetically-modified (GM) food. The official okay, in turn, will require the prevention of food adulteration (PFA) Act to be amended to include a clause on genetically-modified food. Going by the Union government's proposed plans, a 'GM' safety certification scheme will be put in place for all imported food products. This, according to officialese, will ensure correct labelling of food products and protection of consumer health.**

**The new development marks the culmination of a process set in motion a couple of months back when the Centre allowed trials to be conducted as regards genetically-altered crops —including rice, maize, tomatoes, cabbages and cauliflowers.**

Sent to the Editors of several publications

Will we remain vegetarian?

Dear Editor,

It is of deep concern to **Beauty Without Cruelty** (an animal rights organisation) that the Government of India is in the process of issuing certification to genetically engineered (GE) foods. Trails to grow genetically altered crops like rice and maize, as well as vegetables such as tomatoes, cabbages and cauliflowers are underway.

Genetic engineering is unethical, harmful to the environment and has already made many vegetarians unknowingly non-vegetarian abroad.

Based on how most plants are modified, of the millions of vegetarians in India, those who get to know of this and wish to remain vegetarian (for religious, health or compassionate reasons) will soon be forced to give up eating several foods. Those vegetarians who do not get to know will be positively cheated. For example, GE tomatoes could very well contain fish genes becoming firmer, thereby increasing their shelf life; and GE potatoes could include chicken genes for resistance to disease. It does not end with tomatoes and potatoes, but GE covers all crops including pulses and grains.

Even if the GOI is determined to introduce GE crops in our country, surely it should feel duty-bound to at least ensure that not a single animal gene is used to alter vegetarian produce. **BWC** hopes that this assurance will be forthcoming so that vegetarians are not cheated of their right to consume pure vegetarian produce.

(Chairperson, **BWC**)

## II. BWC's letter to the Indian Railways:

14<sup>th</sup> August 2002

To: Shri Nitish Kumar

Union Minister for Railways, New Delhi.

Dear Sir,

**Beauty Without Cruelty** is an international charitable animal rights organization promoting vegetarianism. We have information that animal sacrifice is commonly performed at many railway stations during Dussera. We are enclosing a copy of the letter from one of our members who has witnessed such an event last year. Please note that animal sacrifice is against the law in the state of Karnataka where the reported incident has occurred. The relevant law is the Karnataka Anti-Animal Sacrifices Act, 1959.

We request Indian Railways to ensure that no such act takes place this year on Dussera (15<sup>th</sup> October). Please note that if we come across any such incident having occurred at any railway station in India, we would take the necessary legal action against it.

(For **BWC**)




## Kill superstitions not animals!

**B**eauty Without Cruelty participated in a 'dharna' organised by *Andhasbraddha Nirmoolan Samiti* on 6<sup>th</sup> August 2002 at Azad Maidan in Mumbai demanding a law against socially harmful superstitious practices. BWC's interest in it was to obtain legislation outlawing animal sacrifice, since that is included by the ANS in their definition of superstitious practices. BWC submitted a petition to the Chief Minister of Maharashtra requesting him to make a State law banning animal sacrifices in Maharashtra, similar to the one in Karnataka. If such a law is passed, it will be easier for us to stop, on legal grounds, these highly objectionable use of religious places. At present, all we can do is try to morally exhort the people wishing to perform the sacrifices. Needless to say, this task is more than a little difficult as people resent being preached to especially from outsiders and es-




pecially refuse to discontinue rituals that they believe could favourably affect their destiny (getting to eat 'tasty,' intoxicating meat after the ritual is, of course, a big part of the reason why the practice is popular). With legal support, we could get the police and the administrative machinery to assist us and to apprehend the culprits. Educational efforts,

of course, would have to continue because having a law and seeing its implementation are two completely different things in India, where getting the Police to police anything is a Herculean task, often more difficult than dealing with the culprits themselves.

We are pleased to get an acknowledgement to our petition from the Government, saying that they will inform us of the decision taken. We keep our fingers crossed and hope that Maharashtra sees an anti-sacrifice law soon. 

## Position available: Research Officer

**T**o take up all the tasks related to product categorisation, we have an opening for a Research Officer at our Mumbai office. The selected person will be responsible for leading the research efforts of the organisation, the principal among these being Product Research with the goal of bringing out with regular periodicity and with accuracy and completeness the Vegetarian Shopping Guide that we have been publishing on and off. As part of the product research, the selected candidate will have to conduct fact-finding investigations which could require travel outside Mumbai. In addition to field visits, information acquisition (through the internet, literature, and correspondence) would be her/his responsibility, followed by compilation of the gathered information. Only those candidates would be considered who bring to the position job experience and contacts from the processed food or cosmetics industries. We look to benefit from the candidate's prior career in these areas. The candidate should be a vegetarian (to be consistent with our professed ethics), M.Sc or higher (in Chemistry or related subject), fluent in either of English or Hindi, and with job experience in the Cosmetics or Food industries, and having knowledge of formulations, ingredients, and testing procedures. Basic knowledge of computers will be an advantage. If you (or anybody you know) meet the requirements and would like to work with us please do call us at our Mumbai contact numbers 272 2775-6 or e-mail: [bwc@vsnl.com](mailto:bwc@vsnl.com) immediately. 





# Beauty Without Cruelty website now online!

BWC's website is now officially up! Sitting there on a server waiting to be visited by you. So type in [www.bwcindia.org](http://www.bwcindia.org) in the address bar once (after that it better be in your Favourites/Bookmarks folder), and enter the site.

The website is meant to be a storehouse of information on various topics related to animals. Through its various links on the home page, you would be able to find a variety of information ranging from abstracts of court cases related to animals to essays on how animals are treated, from a list of photographs available with us to our list of vegetarian products in the market. We encourage visitors to help themselves to whatever they want from the site (giving us credit, however) and to contact us for clarification on anything that is confusing. Above all we want your feedback. If the Guest Book is up by the time this reaches you, please be sure to fill it when you visit the site and let us have your opinion of the site, not hesitating to be critical.

The entry into our website is not directly to the home page. You are invited to go through an introductory audio-visual presentation which takes about a minute and a half to load. We will appreciate all of you going through this introduction the first time, and letting us know what you thought of it. Specifically, whether the wait for it was too long and whether it was worth the wait. You can skip the introduction after the first time. In keeping with our resolution to provide every new item we publish in both Hindi and English, we present our website too in both the languages. We may not be able to provide every single item in Hindi (e.g., court judgements) but we will try to provide all we can.

So, on the threshold of our website, you stand with the option of seeing or not seeing our Introduction, and of then proceeding to our Hindi or our English site. Be sure before you proceed further that you have on your computer all the following software, required to view the website:



Internet Explorer/Netscape Navigator for browsing, Flash for animations, Real Media for video, and all normal fonts like Arial. The site prompts you to download fonts and softwares if you don't have them on your computer already.

**Home page:** The home page greets you with a colourful panel of different animals and birds. They are not there merely to enhance the beauty of the page. Click on any picture to find out in what way man exploits that particular animal for his personal benefit.

To keep you updated on what's happening in the animals world, we have a news board on which we post news clippings related to animals collected by us from various sources, and updated weekly. Click on the titles to view the entire article.

On the bottom left corner of the screen, right below the news board, we feature the major campaigns we are conducting, any positions currently available, and other notices wanting your attention. These notices keep changing with our activities. Currently **BWC's** just-concluded anti-Tenth Plan campaign has a link there. Below that we have our online membership form. While the form reaches us by email, you need to send us the subscription amount separately: we do not have online payment yet. In addition, your signature is also required on the membership form.

At the bottom of the page a scrolling message bar displays animal- or vegetarianism- or kindness-related quotes from well-known personalities. Do you get the same quotation every time you visit the site? See for yourself.

**About us:** What is **Beauty Without Cruelty?** When and how was **BWC—India** born? What does **BWC** believe in, what are its core ethics? These questions are answered here.

**Achievements:** From the time **BWC** was founded till date we have several achievements which we are proud of like stopping of animal sacrifice at Udbur, Karnataka (1998), banning of export of frogs' legs (1987), and many more all listed and depicted in this link.

**Catalog:** We have a huge literature collection consisting of newspaper cuttings and articles on various animal-related topics and a collection of pictures all of which we would like to share with others. We know how it is when one badly needs a picture for a report or a poster and can't find one. This link is the repository of the catalog of our collection. Currently you are presented a textual description of the catalog; we are working on posting thumbnails of the pictures themselves instead of their descriptions so that you may view our collection instead of just reading about them. For now, please approach us for copies of these to support any of the local campaigns or activities that you might be planning to conduct.

**Work:** This describes the nature of work we do, our program areas, and our current projects. Our future plans/projects are also listed here in detail.

**Frequently Asked Questions (FAQ):** A list of the most common queries that we receive along with the answers to them. Do check here first if you have a question, you might find your answer without having to contact us. But don't be shy to call us up and ask on the phone, too. We are always happy to hear from you.

**Support us:** Any charity survives on support, since the causes it works for may not be commercially self-sustaining. Indeed, it is the very commercialisation of many traditionally benign activities that we oppose. So after visiting the other pages, do visit this page on your way out and help us if you find us worthy. You could give us your time, energy, and commitment, or physical resources in kind, or financial help as a donation. For campaigns we need dedicated volunteers having time; for some they need to have pluck and daring in addition; for our investigations we need to purchase equipment like audio recorders and miniature cameras. So the list of things we need is long and we would accept help of any magnitude and form from you with gratitude.

Use the volunteers form on this page to contribute your effort or resources, the donation form for making a financial contribution, the sponsor-



ship form to sponsor some specific activity, or the advertisement form to support the magazine. Or simply become a life member and be part of our swelling ranks—but remember, we would be very disappointed if you remained a passive member. That is why we urge you to volunteer for at least one item.

**Contact us:** Find on this page e-mail addresses of our chairperson, editor, honorary secretary, administrator, research officer and also a link to direct your general queries.

**Useful links:** Other animal welfare organisations across the country are listed here city-wise with their contact details, e-mail addresses, and area of work.

**Media material:** Lists the educational, awareness-raising material published by **BWC**: leaflets, video tapes, video CDs, books, periodicals, stickers, greeting cards, and calendar. These can be ordered online by filling up our Order Form. The payments, by cheque/DD or MO in favour of **Beauty Without Cruelty** payable at Pune, would, however, have to be sent to us by post.

**Magazine:** Our magazine, *Compassionate Friend*, is available online. You would find articles from the latest two issues posted here in HTML form. All the articles from the magazine can be downloaded and printed.

**Learn about:** Contains the outcome of all our fact-finding. Video clippings as well as descriptions of the making information of silk, pig-hair brushes, leather, etc., are all their for your consumption. The video clippings are in Real Media format, to save space. Make sure you have the Real Player software on your computer.

**Vegetarian Indian products:** Probably the link of the most practical value to the visitor: a list of consumer items (food, cosmetics, and household goods) available in the Indian market that are free from animal ingredients and not tested on animals. The products are presented in three lists sorted respectively by brand, by company, and by category. Thus if you know the brand and want to find out whether it is vegetarian or not, then look up the


first list. If you know a manufacturer and need to know about his products, the second list will help you. If you want to find out all vegetarian brands for a certain category (e.g. shampoo), the third list is of value. Thus this duplication is only for your convenience. It should make shopping for 100% vegetarian items easy for you! At this time, the product list is not downloadable; you can only view it on screen. We are working towards providing the download facility.

**Investment guide:** **BWC**'s guide to ethical investments. A list of companies that do not have businesses that harm animals either by using their body substances as ingredients, or by testing upon them. Company ratings link will lead you to companies listed on the Bombay Stock Exchange and the ratings—acceptable or not to **BWC**—alongside each will enable you to invest wisely and ethically!

**Law guide:** This page is a repository of the abstracts of animal-related cases fought in Indian courts. It is put up there to be shared with anyone who wishes to fight an animals-related case in court and needs copies of precedents, judgements, etc. From the landmark Kerala High Court ruling upholding the ban on the use of (some) animals in circuses to the Notification requiring labelling of non-veg food items, we try to put all the court material we have.

**Activists corner:** A 'What do I do if' page for the activist. How do you deal with circuses that visit town. How do you handle a situation of temple sacrifice? We have tried to put together commonly occurring situations like these that we have come across and our way of dealing with them, so that the reader may benefit from them. This page would hopefully grow as time passes.

**E-Greetings:** Our e-greetings page is under construction and we will inform you when it is ready.

Do visit our website and surf through all the links and of course don't forget to send us your valuable feedback. Any comments and suggestions to make it better are most welcome. Feel free to link to our website from your own. Happy viewing! 



# Remembering Frank Simoes

Diana Ratnagar

It was 1979. Nalini Mehta and I were thinking of new and effective ways to publicise **Beauty Without Cruelty**. Some one suggested we approach an advertising agency so we looked up a few then famous names in the telephone directory and began dialing at random. The only one we eventually got through to was Frank Simoes Advertising with Frank himself answering! To my amazement he responded by saying "I love animals too...please be at my office tomorrow morning at 11 a.m. sharp." That was the beginning when he promised to give BWC his expertise without charging.

If it were not for Frank's generous help, **Beauty Without Cruelty** would never have got its message across, making thousands in India aware of things like shampoos being tested on rabbits' eyes and that cheese contained calf rennet. Six hard-hitting and revealing advertisements designed by his agency appeared simultaneously in several leading English, Hindi, and Gujarati publications.

It is quite rare for a charity to find a life member who unstintingly shares his great talent and re-

sources, but it was rarer in our case to have found Frank with so much commitment, who went out of his way to collect contributions from his own close circle of friends for some of the unaffordable advertising space which he was unable to get free for BWC. The campaign, which ran thrice in The Times of India alone, culminated in the brilliantly designed and worded advertisement "Pretty, isn't it?" bagging the prestigious Reader's Digest Pegasus Award. Every one praised Frank at the function but he gave credit to his team and the BWC concept.

Frank Simoes Advertising went on to do much more, such as designing catchy slogan banners, leaflets, posters, cinema slides. Frank also started BWC off with simple but tastefully designed greeting cards. However, what we appreciated the most was the script Frank personally wrote for our documentary film *Beauty Without Cruelty*.

With the closing down of Frank's agency, BWC missed his generous help and constant support. It was truly ironical that early this year, Frank asked to help again. A long meeting with us to chalk out what he could get done to promote the cause followed, but this time round BWC was not as lucky.

Frank Simoes was a special friend to **Beauty Without Cruelty**. Some one we can never forget for so many things, especially as it was he who designed our international BWC logo!



*Readers who would like to have a copy of the leaflet "Can there be beauty with cruelty?" containing the above mentioned six advertisements by Frank Simoes, should write to BWC, Post Box 18, Pune 411 001, enclosing a large (leaflet-size 7.5" x 8.5") Rs 5/- stamped self-addressed envelope.—Editor*





## Unreeling silk facts

The fourth animal-derived substance we cover in our column on Veganism is Silk: the soft, shimmering fabric that has so enticed humans by its smooth feel that caravans carrying it have walked half way across the earth to deliver it to rich kingdoms which were willing to pay any price asked for it. Such was the price it commanded that the manufacturers declined for a long time to part with or sell their know-how.

But silk comes from killing. Killing caterpillars, killing moths. And only for vanity. For fashion, for luxury. In other words, a 100% unnecessary. The killing is a 100% avoidable. Today vegans shun the use of silk, although it is not part of our diets, because its use violates the underlying ethic of veganism, that of not causing any living creature any harm. The creature at the receiving end of our predation in the case of silk is even more mute and helpless than the other animals that are usually our prey.

### History

More than 5000 years ago, the Chinese Empress Xi Ling was having tea under a mulberry tree when a silkworm cocoon fell into her cup. As she fished it out, she noticed that it had begun to dissolve into a mesh of fine thread, marking the discovery of silk (it is said!).



Illustrator: Rajiv Eipe

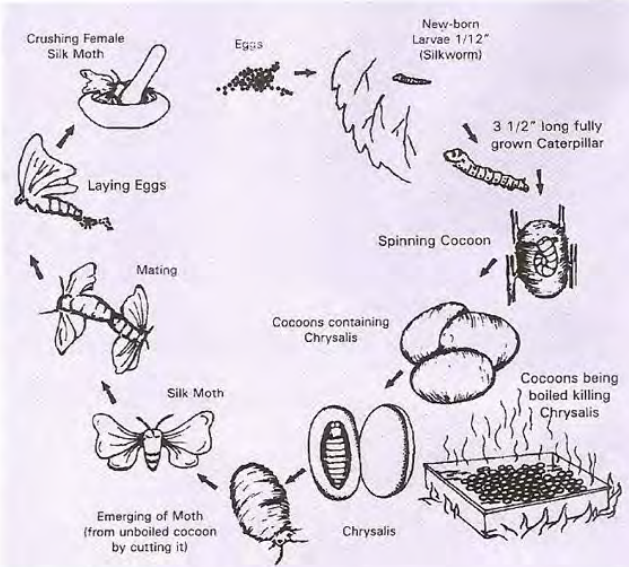
### Where silk comes from

The silk filament is what a silkworm spins its protective cocoon of. This cocoon is constructed as a shell to protect itself during its cycle of growth from caterpillar to chrysalis (or pupa) to moth. The silk fibres are actually two extruded triangular-shaped filaments



Cocoons forming at a silk farm

of a proteinaceous polymer called fibroin, held together by a gumlike protein sericin, and reflect light like prisms. Layers of protein build up to a pearly sheen, making silk a luxurious jewel-like fibre.



The lifecycle of a silk moth

The female moth lays about four to six hundred eggs. The eggs hatch in about ten days when the larvae, one-twelfth of an inch long, emerge. The larvae are fed mulberry leaves for about twenty to twenty-seven days till they are fully grown (three to three and a half inches in length). A fully grown caterpillar has in its mouth two silk glands. From these glands it secretes a semi-liquid mixture of protein coated with a gummy substance called sericin, out of which it draws a single filament which it wraps around itself to form a cocoon in two to four days. Inside this protective cocoon the larva assumes a



dormant stage—known as the pupa (or chrysalis)—during which it transforms over a period of fifteen days into its next stage, the silk moth. To emerge, the moth has to break through the cocoon, cutting the filament of the cocoon in the process.

Now, the longer the unbroken filament, the more superior is the quality of the silk woven from it and the higher the price that can be charged for it. Silk filaments are sometimes 1600 metres long! So, to safeguard the commercial returns on the material, the goal of the silk industry becomes to prevent the moth from emerging from the cocoon. This it does by killing the pupa inside the cocoon before it can emerge, leaving the entire cocoon to be harvested unbroken. The pupa is killed by either immersing the cocoon in boiling water, passing hot air over it, or exposing it to the scorching heat of the sun's rays. The long, continuous filament of the cocoon is then reeled. **To produce one hundred grammes of silk, approximately fifteen hundred chrysalis have to die.** Some chrysalis are kept aside to allow the moths to emerge and mate.

#### *Accompanying deaths*

After the female moth lays eggs, she is *always* mercilessly **crushed in mortar and pestle** to check for diseases. If she appears diseased, the eggs laid by her are immediately destroyed. After mating, the male moths are dumped into a basket and thrown out. It is a common sight to see crows picking on them outside silk manufacturing centres. Generation after generation of inbreeding has taken away the moth's capacity to fly.



*Female moths being crushed to death*

Removal of the sericin from silk fibroin is accomplished by a process called 'degumming', usually by one of three methods: (1) extraction with water at high temperatures, (2) extraction with dilute aqueous alkali or soap solutions, or (3) removal by proteolytic enzymes. Sericin, is therefore, the co-

product of silk filament.

#### **What is wrong with wearing silk?**

- The production of silk necessitates the killing of silkworms/silkmoths in thousands. These worms and moths even though invertebrates, are large enough that their nervous systems react in ways similar to ours to a stimulus of pain. They (the pupa) are killed to obtain unbroken filaments, (the female moth) to test for diseases, as well as by abandonment (the males) after mating.
- The use of silk is completely unnecessary for any survival need of humans. We have fabric from plant sources to clothe. It is used only to satisfy the vain desire of man to experience the feel and look of a soft, light, shiny material.
- It is wrong to cause pain to other living beings that is neither motivated by need for self-defence nor by any ecological survival compulsion.
- The silkworm does not harm humans and presents no threat to our comfortable living.

#### **Types of Silk**

India is the second largest producer of silk after China. The chief varieties of silk available in India are: mulberry (*Bombyx mori*), tassar (*Anthereaea pernyi*), muga (*A.assama*) and eri (*Attacus ricini* or *Philosamia ricini*).

Wild silk comes from silkworms that are not bred on mulberry trees but whose cocoons are collected from forests. Tassar silk is a variety of wild silk. The caterpillars producing tassar silk have never been successfully cultivated and cultured in captivity. These cocoons are gathered from the rainforests.

Raw silk is a variety that is spun from 'waste' silk. 'Waste' refers to the rejects, the leftovers, the 'junk' of the fine silk process. Douppion Silk, Raw Silk, and Noil Silk, in the order of decreasing finish or lustre, are all made from waste silk.

Bivoltine silk (comes from moths that breed two times in a year



## Applications of Silk

### *Attire:*

All manners of dresses for both men and women, including pooja clothes (imagine the bad vibrations from the living world while communing with our creator)! Other than as the main material of the dress, look also for silk linings and trimmings.

Footwear—in the form of mojadis or open shoes—can also be made of silk.

### *Accessories:*

Handbags both as lining and trimming, ribbons

### *Household items:*

Soft furnishings: Upholstery, curtains, bedsheets, carpets, wall-hangings, lamp-shades

### *Medicine:*

Thread used for surgical sutures.

## Khadi Silk



The fabric called Khadi Silk presents a unique picture: in one direction runs the thread that reminds us



of the father of our nation who revived the use of the material from almost its deathbed to win us our freedom and in the other direction runs the thread that comes from killing thousands of living creatures for vanity, thus violating the spirit of non-violence so dear to him. The poser in this case is whether the resulting cloth is ethical to wear or not. **BWC**'s answer is unequivocal: no material which has caused needless pain is ethical to use. Mixing silk threads with khadi is to adulterate the latter, to spoil the purity of khadi for the temptation of more money. While the desire for an increased income is natural and understandable, it is the means adopted that attract ethical scrutiny. It is not the purpose here to pass judgement upon the morals of the weaver, rather upon those of the wearers for creating the demand for a substance which can only be obtained by killing.

## Ahimsak silk

One extremely important development in the world of cruelty-free products is that of *ahimsak* silk. Known variously in different parts of the world as ahimsak silk, peace silk, or vegetarian or vegan silk, this product is an effort to eliminate the main killing involved in the silk-making process. As we have seen, silk-making kills the newborn moth by boiling alive, the female egg-laying moth by crushing, and the males by abandonment. Ahimsak silk eliminates the boiling alive of the newborn moth by letting it emerge from the cocoon and fly away—an act to which it has a birthright. The smaller filaments from the broken cocoon are then collected and spun to yield 'spun silk'. This silk is not as lustrous and smooth as 'reeled silk'—that formed by reeling the entire unbroken filament—but is often more fluffy and soft. It is therefore usually not suited for making saris but is used instead for shirtings, ties, and furnishings. In India, ahimsak cultivated silk has only recently been developed by Shri Kusuma Rajaiah of Andhra Pradesh Cooperative Society (APCO).

While **BWC** commends Shri Rajaiah for his development—a large step in the right direction—it cautions readers against patronising this allegedly ahimsak silk because our past research shows that even to spin the broken filament pieces, a longer, unbroken filament is used to hold them together. Besides, if the source of the cocoons is the same old silk farm, then the fate of the female moth after laying eggs and the male moth after mating remain the same.

Even if someone were to take the trouble to avoid all those man-inflicted cruelties and still make silk, **BWC** would still hesitate to recommend its use because encouraging the use of animal products for vanity inevitably leads to someone realising the commercial potential in 'short cutting' the ethics and concentrating on efficiency and profitability, reinventing the cruelties in some other age. Better to let the filament protect the creature Nature intended it to and using plant sources for our adornment and protection.

*Continued on page 20...*



## Nagpanchami banned at Shirala in Sangli district

Respected Sir/Madam

The Hon'ble High Court in Mumbai has ordered to ban Nagpanchami at Shirala in Sangli district of Maharashtra. Mr. Patil and Mr. Vora filed this application in the court of Hon'ble Justice A. P. Shah and Hon'ble Justice Ranjana Desai stating the cruelty and misappropriation in festival. The argument

was based on wild animal protection in there pledging they showed the facts of cruelty against snakes, cobras. Prima-facie the Court was convinced and

One of the concrete steps in the right direction by the judiciary—*Editor.*

hence ordered authorities to observe this festival with monitoring that how the snakes are treated and freed in jungle unharmed and to submit the report to the Court within a week. The Court has appointed collector, Forest Officer and the District Superintendent of Police to observe the compliance of court order. This interim order is passed on 9th August 2002. Animal Protection Club at Karad, for last seven years time has been visiting the town and the district authorities for, not to participate snakes in this festival. Club also met with the Collector and the town Police Officer in this regard. The address for your reference is, District Collector at Sangli (sangli@mah\_nic.in) phone no. 0(233) 323 001 fax 0(233) 326 710.

Amol Shinde, Karad

### Raids bare mongoose hair trade

Delhi was at the core of nationwide raids carried out by different state forest departments and police to recover large caches of hair extracted by

slaughtering at least 50,000 mongooses.

The hair was used to make brushes. The raids had been planned by the Wildlife Trust of India (WTI). It had worked on this project for the past six months, meticulously planning the places that needed to be raided. The raids yielded nearly 1,000 kg of hair illegally used by some of the best known manufacturers of art brushes in the country. These were also being exported.

The raids began on Saturday at Moradabad and Sherkote in UP and were followed over the next days in Delhi, Calcutta, Chennai, and Mumbai. Delhi was at the core because much of this illegal business is done at Moradabad and Delhi is the major transit point as well as the major manufac-

BWC is delighted at this raid and the uncovering of this practice that has gone on unchecked under the very noses of all wildlife authorities. We are planning our own awareness campaign on this—*Editor.*

turing zone for these illegal brushes to which so many well-known brush manufacturers lend their names. At Moradabad, over 700 kg of raw hair and brushes were seized from two individuals, both of whom were arrested by the local police.

Said Aniruddha Mookerjee, director, WTI: "Imagine the brushes used by environmentally-aware artists and small children in this country were being produced by slaughtering thousands of these creatures that are actually the farmer's friend and keep the snake and rodent population under control." Given the scale of slaughter, Mookerjee said the government should consider upgrading the animal to Schedule I of the Wildlife Protection Act.

*Source:* Indian Express, Mumbai, 12<sup>th</sup> June 2002





## Animals sacrifices banned in Bihar, Jharkhand

Bihar and Jharkhand Governor V C Pande has directed the governments of the two states to ban the sacrifice of animals in temples. Mithilesh Kumar, Principal Secretary to Pande, who also holds additional charge of Jharkhand Governor, in a note to the chief secretaries of the two states said sacrifice of animals was punishable under the Prevention of Cruelty to Animals Act, 1960, Rajbhavan sources revealed today. Kumar, on behalf the governor, had urged the chief secretaries to find out if animal sacrifice was still going on in some temples and if so, steps be taken to stop it.

We commend the Principal Secretary for interpreting the PCA Act to apply to animal sacrifices also. The letter of the law is very confusing, causing it to be varyingly applied in various places. Our study of the PCA Act, 1960, reveals this clause (no. 28) in Chapter VI: "Nothing contained in this Act shall render it an offence to kill any animal in a manner required by the religion of any community." How is one to interpret this? If the Bihar Government can issue ban orders on animal sacrifices based on the PCA Act, why can the Maharashtra Government not?

Anyway, will our Bihar members please grab this chance to nab people attempting to perform sacrifices?—*Editor*

*Source: Maharashtra Herald, Pune, 5<sup>th</sup> July 2002*

## Ghorpad sellers held after tip-off

Two ghorpad (monitor lizards) sellers were arrested from Karvenagar-Warje area by a Forest Department team in a raid on Thursday. Following a timely tip-off, the foresters closed in on the illegal trade. On Friday, Judicial Magistrate (First Class) S N Jadhav sent Balu Chavan (35) and Devappa Kole to judicial custody. They were produced before the magistrate by a team of Forest Department staffers led by Range Forest Official R N Borade.

The eight rescued ghorpads are now at Rajiv Gandhi Zoological Park, Katraj. Shriram Shinde, curator of the park, said, "*The tails of the the ghorpads were wrapped around their necks and two toes to immobilise them. They will undergo a medical examination on Monday. They are recovering from the stress.*"

What a cruel thing to do—*Editor.*

"Most suffer from broken spines, tails and limbs inflicted by poachers," Pune Deputy Conservator of Forest Anurag Chaudhary said. "After a medical examination a decision would be taken about setting them free," he added. Permanently crippled ghorpads will remain at Katraj, he said.

*Pune Newsline* had carried an expose on the illegal trade on November 26, 2001. On visits to city abattoirs, it was found that the meat was available at a price between Rs 200 to 400 per 'chunk'. "Today, no market sells ghorpads," Chaudhary said.

The arrested poachers had brought the ghorpads from Indi, Karnataka. Both have been charged under sections 44 and 49 of the Wildlife (Protection) Act, 1972. Herpetologist Neelinkumar Khaire said a ghorpad with spine injury could not be released.

*Source: Sunday Express, Pune Newsline, 7<sup>th</sup> July 2002*





## Bald chicken 'needs no plucking'



Scientists have bred a controversial featherless chicken which they say is faster growing. The birds created at the Hebrew University in Israel will not need to be plucked, saving money in processing plants. While the researcher behind the breed concedes that they

would not be suitable for cooler countries, he says that in hot climates, the birds would fare better. However, opponents of the move say that the changes do not benefit the animals, and are in fact likely to make their lives worse.

Is there no limit to what we will do to get cheaper chicken? Is the hen a lego toy that the scientists decide that they want to dispense with a certain part of the body that gets in the way of the butcher's processing? —*Editor.*

Professor Avigdor Cahaner, who led the project, told the BBC: "This is not a genetically modified chicken—it comes from a natural breed whose characteristics have been known for 50 years. I am just transferring that to fast growing broiler chickens. *It's a normal chicken except for the fact it has no feathers.*" He said that broiler chickens were fed intensively to achieve fast growth, which meant they also tended to produce a lot of body heat; and this meant that particularly in hotter countries, they suffer tremendously. The featherless birds would tend to be leaner, and perhaps grow faster, he said, which would improve the quality of the meat and save producers money.

As normal as we would be with 9 fingers? —*Editor.*

Removing the plucking process would also reduce pollution, he said. The process, he claimed, produced large quantities of water contaminated with feathers and fat. However, animal welfare groups warned that feathers were important to help protect the birds from parasites—and that the featherless chickens were likely to suffer sunburn. In addition, male chickens might not be able to mate, they argued.

*Source:* <http://news.bbc.co.uk/1/hi/sci/tech/2000003.stm>

## Nepal king offers animal sacrifice again

Unmoved by strong protests from animal rights activists, Nepal's King Gyanendra offered animal sacrifice for the second consecutive day on Friday when a goat was slaughtered after his prayers at the historic Kalighat temple here.


The sacrifice was made a day after five animals were offered by the monarch at the renowned Kamakhya temple in Guwahati in the face of protests by animal rights groups. Nepal's royal priest at Kalighat, Kamal Mukherjee, said the King and Queen Komal Rajya Lakshmi offered a goat for sacrifice and that he had consecrated the animal in front of the royal couple.

The slaughter took place after the dignitaries had left the temple premises apparently in a move not to ruffle the feathers of animal activists. The royal couple, who arrived at Kalighat at 9.15 a.m. without their daughter, Princess Prerana Rajya Lakshmi, stayed inside the temple complex for about 15 minutes propitiating Goddess Kali. "The King and the Queen, accompanied by Nepalese priest, arrived at the temple and offered the puja in the traditional Hindu way. They also touched the deity's feet and prayed for peace in Nepal and India," Mr Mukherjee said.

The royal couple offered the deity a red handloom sari, a matching chunri, glass bangles,



flower garlands, joss-sticks and 12 varieties of the temple's council of sevaitis (priests), said. Kalighat is regarded as one of the 51 'peeth' (seats) of goddess Sati or Durga, whose body, according to the puranas, was dimembered by the 'sudarshan chakra' of lord Vishnu. The toes of her right foot are said to have fallen at the place where the Kali temple now stands.


Source: Maharashtra Herald, 15<sup>th</sup> April 2002 

...continued from page 14


Another silk which is similarly ahimsak is the wild silk. Wild silk is obtained from cocoons collected not from farms but from Nature (for example forests). Tussar silk is an example, although we learn from Mr. Rajaiah that it is sometimes not ahimsak in India in that the harvestors do poach upon unpierced cocoons. Similarly Eri silk, made in the Northeast, is made from cocoons developed from worms that are fed castor leaves. The moths are allowed to emerge but, it is learnt, only to be eaten—they are part of the locals' diet! If it is not a scalding death in boiling water then it is the entrée for the dinner plate.

The worst face of Hinduism: animal sacrifice. If the visiting head of a neighboring state is so backward that he perpetuates this barbaric custom, does it mean that we have to accept it? Do we have no moral stand of our own? What if the head of a tribal state wants to offer a child as a sacrifice? Would our 'happy-to-please' Government accept the offering?—*Editor.*

### Test for silk


To determine whether a fabric is made of silk, burn a few threads taken from the warp *and* the weft. Hold each strand in tweezers and burn it at one end. When it stops burning, note what has formed at the burnt end. If a tiny (pinhead size) ash ball has formed that crumbles into a powder smelling like burnt hair when rubbed between your fingers, it is silk. Silk, wool, leather and hair all burn alike and form an ash ball. Cotton or rayon fibres quickly flare up and do not form any ash ball nor do they smell like burnt hair. If the fibre is a petroleum product like polyester or nylon, it would burn to form a tiny, hard, glass-like bead. 

## BWC stall at Festival of Charities

Like every year, **BWC** will have a stall at the Festival of Charities organised by Indus International on 30<sup>th</sup> November 2002 at YMCA Central Branch, 12 Nathalal Parekh Marg, Opp Sahakari Bhandar, Near Regal Cinema, Colaba, Mumbai 400 001 from 10 a.m.–6 p.m. All of you who missed visiting our stall at the NGO Mela please do try and visit this exhibition. In addition to the coffee mugs, stickers which we got made last year, we would also have a new T-shirt design, **BWC** wallets, our newly produced video CD, and the Year 2003 **BWC** Calendar. So don't forget to come and do pass on this message to all your friends also. And if you are interested in volunteering at the stall please contact us at 272 2775-6 urgently: it would be the most welcome call we get 😊. 



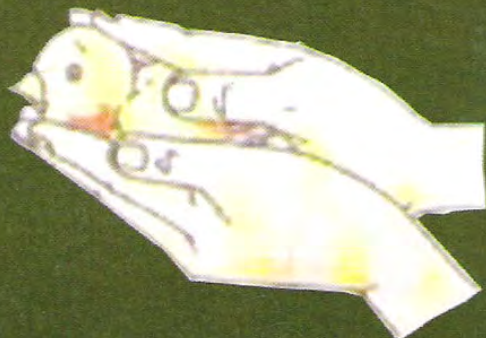
## Licensed software required

Quite often we require software like Photoshop or Corel Draw to view files made by our designers/illustrators. Because of their high costs it is not possible for us to purchase these software. Moreover, we just need them to view the files created and not for designing anything. At **BWC** all the software used is licensed hence we do not wish to get pirated software installed on our computer. If you happen to have licensed copies of Photoshop or Corel Draw which you would permit us to install and use on our computers, please let us know. We would be extremely grateful to you for their use. 





# Wounded Pigeon



It is only a fallen pigeon,  
Which someone had left at my door,  
But in tending its soft wounded pinions,  
It has come to mean so much more:

For if with my ministrations,  
It dies, or it wings for the sea,  
I see in it somehow a symbol,  
Of what could just happen to me.



By: Dr. (Mme) Lonella Lobo Prabhu



## Beauty Without Cruelty

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New