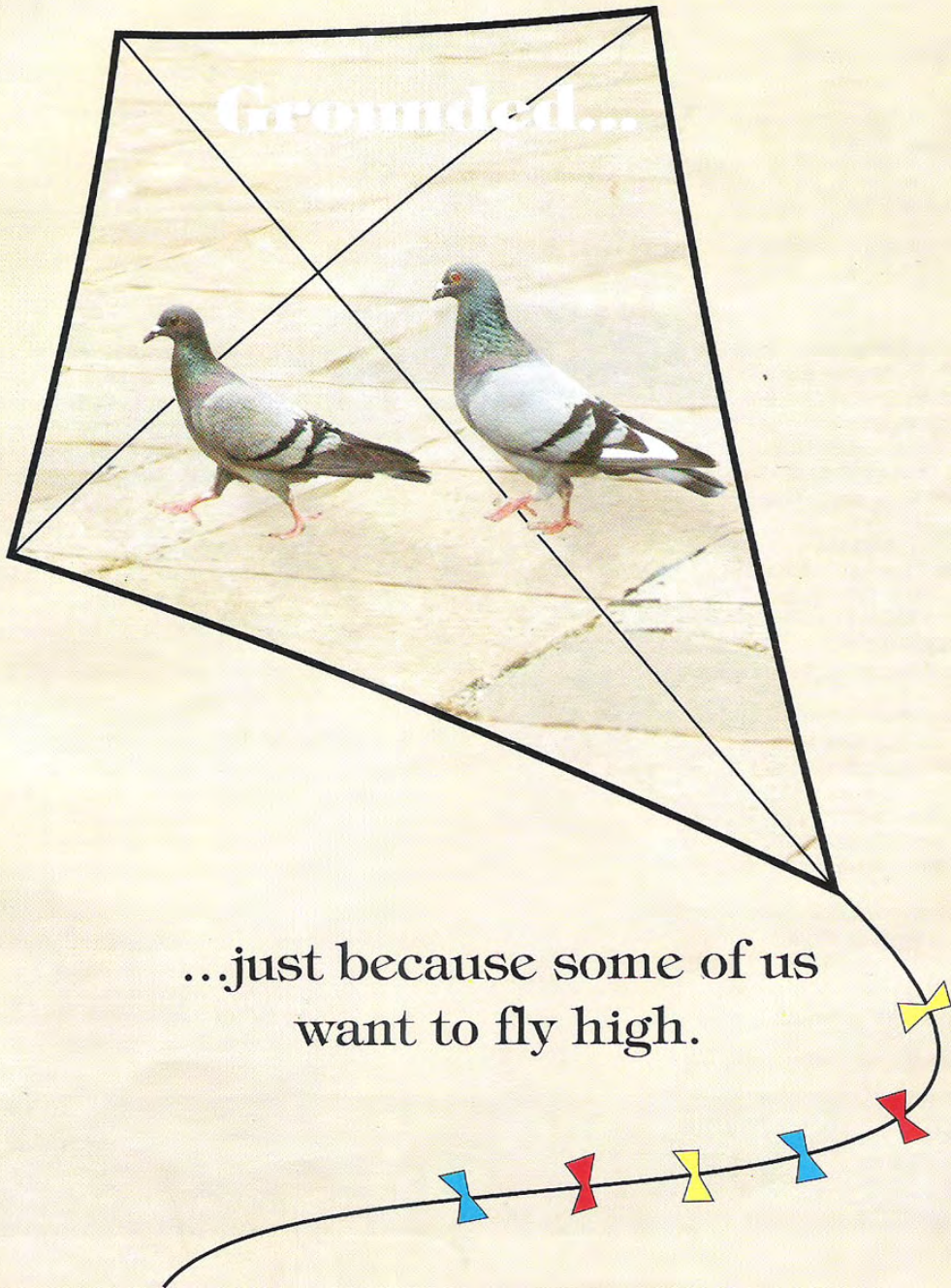


COMPASSIONATE FRIEND

The Journal of Beauty Without Cruelty - India



...just because some of us
want to fly high.



Beauty Without Cruelty

INDIA

An International Educational Charitable Trust for Animal Rights

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Contents

<i>Editorial</i>	1	• We Wish you a Merry Christmas	4
<i>Our Overflowing Mailbox</i>	1	• The Vice of Animal Sacrifice	5
<i>Animal News</i>	2	• BWC's Schools Program	5
<i>Investigations, Campaigns, Fieldwork</i>		• From the Research Officer's Desk	6
• Pigeon-holed or Pigeon-strung	3	• A Question of Life and Death	8
• Why can't man be more like a woman?	4	BWC's Investment Guide	8
		Exhibitions and Shows	9

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This issue is an attempt to regain credibility with you ☺. On the heels of an issue that came out after nearly a year comes this issue on some semblance of schedule.

In the meantime, however, we have been busy coming out with lots of awareness material. The new-look booklet *A Vegetarian Lifestyle*, the revived Investment Guide (about which read in this issue) and three brand new posters on vegetarianism have been our proud creations. In addition, participation in many exhibitions to display our non-leather substitutes for wallets and belts, and visits to schools and colleges have kept us busy.

Our coming months are going to be filled with setting up the Animal Helpline for Mumbai that we



mentioned in our last issue, getting the Vegetarian Shoppers' Guide to as many retail outlets as possible, trying to get revived the Tamil Nadu Animal and Bird Sacrifice Prohibition Act, 1950 and petitioning for an all-India law against sacrifices are all on our plate. Not to mention the work of coming out with regular editions of the shopping guide.

Our Website is half-way through being revamped. Please bear with us for some time more to see its new look for yourself.

Happy reading.

Ranjit Konkar, Ph.D.
Editor

Our Overflowing Mailbox



To: The Editor
Compassionate Friend

Dear Sir,

I received your delightful 2004 calendar that arrived to day on a cold and blustery day on the Côte d'Azur. Very many thanks.

As I have been out of touch for so many years, I rushed to view your latest news. Congratulations on your truly excellent website.

In our home, we follow my maternal grandmother's principal of vegetarianism, and that of my mother, who in her later years did not celebrate the cruel gluttonous slaughter of millions of (often battery caged and factory farmed) animals to celebrate the birth of Christ, who came to give a teaching of love. However, France, along with other southern Latin countries, is very primitive in its regard for animals.

David Whiting.



To: The Editor,
Compassionate Friend

Hello,

Thanks for sending me a 2004 calendar having images and messages from Vege Celebs. It is really wonderful, and full with motivation to turn to be vegetarian. Please advise if you have contacts in USA.

Thanks.

Dilip Doshi

BWC : We have 98 life members in the US. It would be really nice if some of you could be contact points for our occasional needs from abroad.



To: The Editor
Compassionate Friend

Hello,

I am so pleased to read the last issue of Compassionate Friend and see all the new things you are planning from school visits to Animal helpline. GREAT. Wish you the greatest success and would

like to help in anyway I can. I'll think of a way to help.

Compassionately,
Nandita

BWC : Thanks, Nandita. The school visits have already begun. The immediate help you can give us is to arrange a school visit for us in your area.

Animal News

ANIMALS SACRIFICED AT THE POLITICAL ALTAR



When Tamil Nadu Chief Minister Jayalalitha enforced a ban on sacrifice of animals and birds, a practice found mostly in village temples, last

year, she called it a cruel custom. She was hailed by animal lovers like Maneka Gandhi. The order banning sacrifice of animals and birds in temples came in the wake of the reported "sacrifice" of 500 buffaloes at a village temple in Tiruchi district.

Ms Jayalalitha told officials in August last year to take stringent action against violators of the Tamil Nadu Animal and Bird Sacrifice Prohibition Act 1950, and stop people from performing "such cruel acts". August-September is the time of the annual or biennial Kodai festivals at these

temples when such sacrifices are made. Scores of goats and fowl were sacrificed in Tirunelveli and Tuticorin districts. The repeal of the act is aimed at wooing Dalits

and other backward communities among whom such practices are common. Dalits are strong in

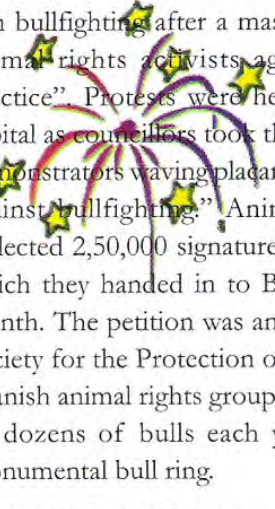
northern and southern Tamil Nadu. Later, however, due to elections Ms Jayalalitha has chosen to sacrifice animals and birds at the altar of political expediency.

— *Deccan Herald, Feb 29, 2004*

Matadors in Barcelona wave the peace flag

Barcelona became the first city in Spain to ban bullfighting after a massive campaign by animal rights activists against the "cruel practice". Protests were held in the Catalan capital as councillors took the vote at city hall, with demonstrators waving placards declaring "Barcelona against bullfighting." Animal rights groups had collected 2,50,000 signatures from around Europe which they handed in to Barcelona's city hall last month. The petition was an initiative by the World Society for the Protection of Animals (WSPA) and Spanish animal rights groups, appalled at the killing of dozens of bulls each year at Barcelona's La Monumental bull ring.

While the bullfighting tradition remains popular in major Spanish cities, including the capital Madrid, it raises relatively scant interest in Catalonia, the region covering northeast Spain. Campaigners are hoping now to convince the regional government in Catalonia to follow Barcelona's move.





Pigeon-holed...or pigeon-strung?

The kite-flying festival is eagerly awaited by everyone who has a fascination for watching their running around in a room with strings tied between pillars and door frames to trip him. He trips and falls. As do the large birds of the sky. The pigeon is especially vulnerable since it flies at a low height, is large in size,

and stays close to habitation. colourful paper-birds fly the sky. Awaited by everyone except... the real birds of the sky for whom the strings of these kites are like gallows.

BWC decided this year to study for itself the phenomenon of pigeons getting injured because of kite flying. Stationing ourselves at a large *kabutarakhana* (bird- and animal-shelter), we watched as a team of doctors from the Mumbai SPCA tended the injured birds brought to them. A pigeon flying in the sky criss-crossed with kite strings that it can't see is like a blindfolded child



An injured pigeon being nursed by a volunteer at Madhav Baug, Mumbai.

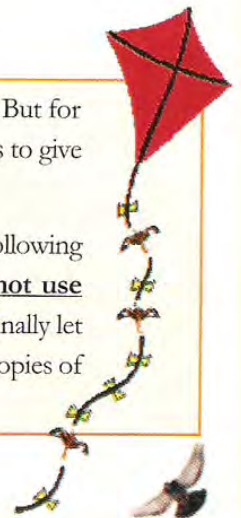
Injuries include deep cuts and gashes in the neck and the wings, enough to cause death to many. Entanglement in the string is the other common problem. Both cause the bird to drop out of the sky. The team of

doctors led by Dr. Dighe and the attendants of the *kabutarakhana* were very caring in their handling of the birds.

Whose fault is it? Certainly ours to the extent that our activity causes this injury. But for once, it is not intentional: no-one *wants* to harm a bird. At the same time, no-one wants to give up flying kites, either.

What is the solution? Does one stop flying kites? Not necessarily, if one takes the following precautions: *i)* do not fly your kites in crowded areas or near bird colonies, *ii) do not use glass-coated string*, *iii)* do not yank at the string to attempt to 'cut' another's string. Finally let Government not declare holiday on that day, reducing the number of incidences. For copies of the videography, please write to us at media@bwcindia.org.

Next Sankranti don't forget that the lives of hundreds of birds are strung to your kites.



“Why can’t Man...be more like a Woman?”

On 8th March this year, it wasn't only women across the world who celebrated Women's Day...**BWC** did as well. **BWC** at Mumbai thought Women's Day the perfect occasion to highlight the similarities between the irrational discriminations historically suffered by women at the hands of men and still suffered by animals at the hands of humans. The women's cause is today socially acknowledged, the animals' is not. It is the job of animals rights organisations like **BWC** to bring the day nearer when the notion of animal rights is universally accepted. Women's colleges like SNTD, Sophia's, and Nirmala Niketan were approached with the request of putting up two anti-cruelty posters on their notice boards for Women's Day. **BWC** is grateful to them for sharing our enthusiasm and readily agreeing.




Just as it is wrong to ill-treat a person "simply because" she is a woman...

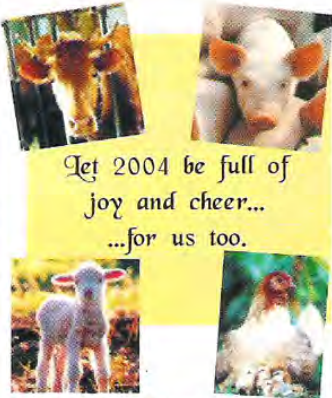
...isn't it as wrong to exploit a creature "simply because" it is an animal?



International Women's Day 2004

Beauty Without Cruelty 

 *We wish you a Merry Christmas... and a Happy New Year* 



Let 2004 be full of joy and cheer...
...for us too.

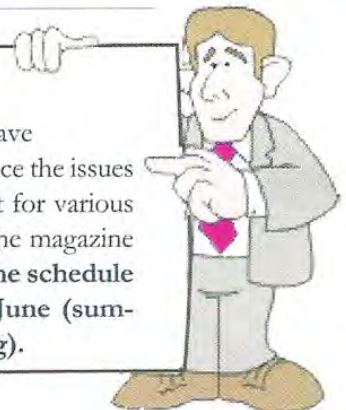
& Vegetarian
Happy  New Year 

This Christmas, **BWC** at Mumbai conducted a campaign urging people to make the festive season a perfect mix of festive celebration and compassion...in short, beauty without cruelty. Festivity and celebrations have unfortunately always meant feasting on non-vegetarian foods, causing the number of animals killed to shoot up at these occasions. *Is it really necessary to celebrate in this manner?* This was the question **BWC** put forward to people shopping at Amaron's (Bandra) and Shopper's Stop (Bandra) in the form of A3 size colour posters put up at strategic locations in the stores. Our cause was further helped when the stores agreed to distribute pamphlets carrying our message to customers. **BWC** approached these stores with our proposal and were happy to find that it was welcomed with enthusiasm that matched our own. Besides this promotion, we also approached St. Michael's Church, St. Andrew's Church, Don Bosco's Church, as well as St. Peter's and requested them to include us in their celebrations by putting up Bible-based posters urging church-goers to be compassionate like Christ. We

would like to sincerely thank these churches for joining hands with us and also for making Christmas special for us as well as the many others who read our posters and decided to add compassion to their celebrations.

Annual subscriptions extended

BWC extends the subscription of all annual members who have subscribed within the last year by one more year *free of charge*, since the issues of *Compassionate Friend* due in that period did not come out for various reasons. We have decided to be strict about the deadline for the magazine henceforth, so you can expect delivery on schedule this year. **The schedule for receipt of issues by subscribers is planned to be: 1 June (summer), 1 Sep (monsoon), 1 Dec (winter), and 1 Mar (spring).**



The vice...of animal sacrifice...at Karla, Maharashtra

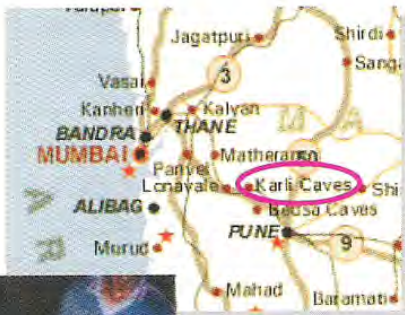
Maharashtra, the 'sant-bhoomi' or land of saints, is sadly no stranger to the brutal custom of animal sacrifice. A visit to the Ekvira temple in the hills of Karla (not 10 minutes from the popular hill resort of Lonavala) reveals many of its people still steeped in bloodlust, completely devoid of basic sympathy for God's lesser creation.

BWC's activists spent the full night of March 28 on the hill to witness the annual jatra that hosts the sacrifices. The

unwatchable moment of murder arrived in the floodlit darkness of 4:30 am. On the count of 1-2-3 from none other than the chief guest (a politician from a

prominent party espousing Hindutva), the 'inaugural, honoured' animal—a full-grown goat—was grabbed, cast down on the ground while bleating in terror, and had its throat slit by a knife. While the legs on its headless body had not even stopped writhing, this barbaric act was repeated for ten other goats, adult

and kid, each more adorable and innocent than the previous. Not a single expression of shock from those assembled, not a murmur of disapproval; all unmoved by the sight of public murder or of headless bodies writhing on the ground. All for what? To proclaim their 'devotion' to their Mother Goddess.



Readied for the "honour" of being the first to be offered to the Goddess...

BWC is happy to report that the α TV channel devoted their Marathi program *Ghadlaya Bighadlaya* to

the topic of kindness to animals in general and with a reference to sacrifice also, in the days following the event. Viewers called in to say how much they appreciated the show. It is hoped that the spark of compassion that lies dormant in many hearts lights up because of our efforts.

What you can do: If you wish to participate in this campaign (to stop the sacrifices), please write to us or call us at 3251 3114 (m) or 2272 2775/6 (o). Sustained work is needed over the coming year. For grass-roots level action, it is important to know Marathi.

BWC's

Schools Program

BWC would like to say a big 'Thank you' to all those members who have stepped up to volunteer for our Schools Program. Our 'Adopt a School' article, calling members to take the initiative of introducing BWC to schools in their vicinity, has received an unexpectedly enthusiastic response. Several BWC Mumbai members like Joyce Cardozo of Mahim, Mayur Mehta of Ghatkopar, Chandrika of Chembur, and Timsy Bhansali of Napeansea Road have already identified schools in their locality that BWC can approach. But we need many more. If each of our 2500+ members in Mumbai would put us in touch with schools they know, the next generation would be taken care of.



Tea

The allegation that tea can be 'non-vegetarian' refuses to die away. This time it has come from an 'eye-witness' source, someone whose own honesty is almost beyond question. This person claims that on a visit to a tea factory, he has watched right in front of him *animal fat* being used as a flavouring agent for processed tea dust. However, our many calls to other tea companies have been met with flat denial. We are told that tea has its own flavour and that manufacturers do not want to adulterate that with other flavours. We are trying to get to the bottom of this and will of course let you know as soon as anything conclusive is learnt.

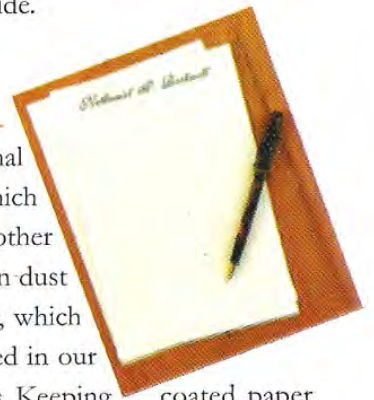
Certificates of Vegetarianism

The new edition of *A Vegetarian Lifestyle* containing the Vegetarian Shoppers' Guide is out. Those who requested it got it first but by now, copies have been despatched to all life members (Annual members, don't you want to upgrade to life membership?) Companies whose brands qualified for the 100% Vegetarian standards of **BWC** and earned a green star (★) rating in the Guide have been sent the Certificate of Honour (shown alongside). In addition to new brands being added to existing categories, the following new categories have also been added: Bindis, Hair Care, Hair Cleansers, Hair Colours, Boot Polish Brush, Glue sticks, Agarbatti and Incense coils. Most importantly, we are putting our best efforts into reducing the number of companies rated Orange (No Response or Incomplete Information) in our Shoppers' Guide.



Coated paper

Special papers like Art Paper may contain gelatine and/or other animal ingredients for a smooth & glossy surface (Rags, Hosiery, Textile waste which includes Silk Wool & Leather, animal bones, gelatine etc.) China clay, another chemical used as an ingredient for coated paper manufacture, may contain dust of animal bones. Ultra-marine blue may be used as a dye in the process, which may again be sea-animal-borne. However, manufacturers of paper enlisted in our Shoppers' Guide have certified that they use animal-free coating chemicals. Keeping coated paper aside, how many of us judge the constituents present in hand-made paper before we order for one in printing our visiting cards?





Aji-no-moto

One more query on ajinomoto and MSG and we will have to post it on our list of FAQs ☺. Queries on vegetarianism of MSG and *ajinomoto*, a flavour enhancer for food products, are increasing day by day. The confusion in people's minds arises because many companies sell MSG under the brand name of "Ajinomoto" and put the Green Veg symbol on their wrappers. To clarify: *Ajinomoto* is a Japanese product made from *fish hydrolysate* and is thus not vegetarian. Mono-sodium glutamate (MSG), on the other hand, is a vegetarian substitute that has a sugar beet pulp and wheat gluten base.



Sugar

Another ghost that refuses to die ☺ Are animal products used in sugar processing? **BWC** discovered some interesting facts about the manufacturing process of sugar. All sugars are not vegan. There are no animal substances in sugar itself. However, the world over, bone charcoal is used to remove impurities from raw cane sugar. This bone char (as it is known in its short form) is generally made from cattle bones that come from slaughter houses. Cattle bones are burned in an enclosed atmosphere, at 1200 degree centigrade, to create activated charcoal. This bone charcoal is used to remove colour, impurities, and certain naturally occurring minerals that could result in cloudiness when the sugar is dissolved. The bone char is not in the sugar, but is used only as a filter. Its use is a very common practice in sugar refining, and is currently the best filter available. Vegetable charcoal does not remove ash, so sugar produced using this type of carbon is likely to be of somewhat lower quality.

There are several alternatives to using processed sugar. They include raw, sometimes called turbinado sugar, beet sugar, succanat, date sugar, fructose, barley malt, rice syrup, corn syrup, molasses, and many more. Also, any unprocessed cane sugar would be vegan. Beet sugar is filtered through diatomaceous earth, whereas bone char is used in cane sugar from fossilized shells of ancient single-celled marine creatures.

Our past research on Indian sugar has revealed that in India, cane sugar processed with lime, does not use bone char. However, recent pronouncements on a leading sugar manufacturer's website have led us to doubt the earlier claims and we are busy investigating the matter.

A question of **Life** and **Death**



That's the punch line of our cinema slide in theatres across Kolkata, Chennai, Bangalore, Mumbai, and Pune, providing food for thought for many movie-goers. Created by **BWC** Mumbai and released by Dimple Cine Advertising – Mumbai, the cinema slide (shown alongside), very simply educates viewers on the significance of the veg and non-veg logos that are being widely used on product packages and urges them to make the compassionate choice while purchasing products (Unfortunately, the awareness campaign is over long before this reaches you).



BWC Investment Guide



After a long wait, **BWC** members can now look forward to the Investment Guide once again. The Guide has been revived and is back in circulation to update and inform its readers on the various vegetarian market scrips one can invest in. As always, the latest edition of **Beauty Without Cruelty's** Investment Guide has been created for the benefit of prospective investors who come from a vegetarian background and who are very concerned about what ingredients the company's products contain or what the process is of making that product. Unfortunately, the nature of many businesses violate the principle of *ahimsa* by involving infliction of gross cruelty on animals to obtain from their bodies materials of commercial value. Many sections of the Indian community refuse to share in the profits of such companies since to them it represents ill-gotten wealth. It is for such people that this Guide

is written. For those who want a copy of the BWC Investment Guide, please call us on (020) 26871166 or e-mail us at contactus@bwcindia.org.



BWC at the Indian Consumer Exhibition

Owing to BWC's various awareness-raising activities, people now seem to accept the connection between non-leather and vegetarianism. We see here, BWC volunteers shown manning the stall at the Indian Consumer Exhibition (ICE) at the Bandra-Kurla Complex. We would like to thank dedicated



volunteers like Komal Shah, Mukesh Mehta, Kirtida Patel, Madhuben, and Preeti Shah, all led by Nimesh Sumati whose efforts have resulted in another runaway success...and yet another step towards the cruelty-free revolution. BWC urges its Mumbai members join the revolution by volunteering for as many forthcoming exhibitions as possible.

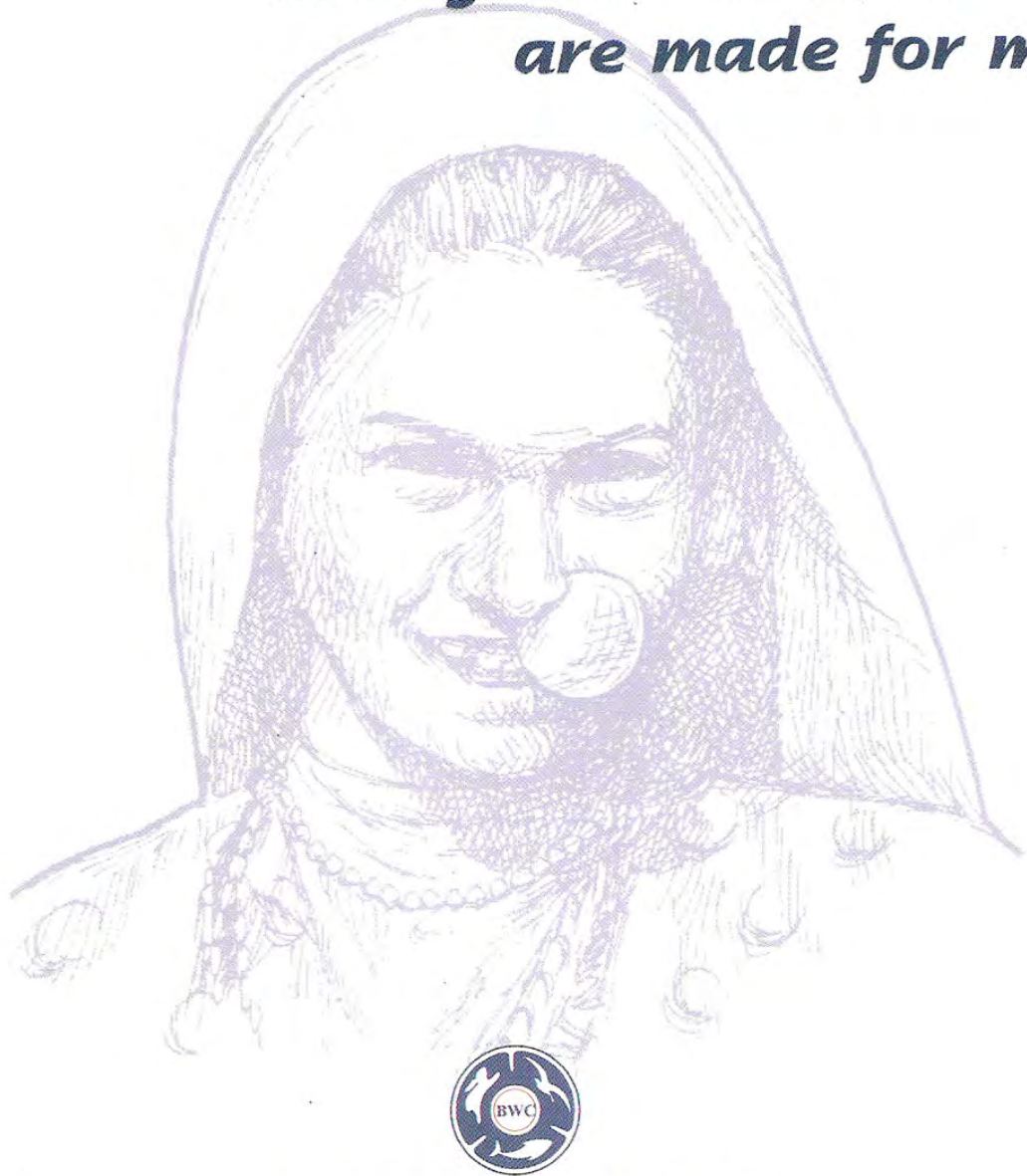
BWC...BWT...BBT...MBT!

On the 7th and 8th of April BWC participated in the Mahindra British Telecom(MBT) show held in Pune. The event was organised by MBT to raise social awareness and other welfare organisations from Pune like People for Animal Welfare Service (PAWS), WWF, CRY, and Prayatna were all invited and present. The collective goal was to speak up against the exploitation and torture suffered by the voiceless, oft-forgotten and neglected denizens of our planet—the animals. PAWS had attention-grabbing posters and message-boards pasted at various locations in the MBT office. These posters provided previews of what visitors could expect at the stalls. And if the number of visitors was any indication, then the posters and boards were a huge success.

At the show, **Beauty Without Cruelty's** representatives—Sw. Chetan Namito (one of our trustees) and Nimesh Sumati (Head, Products and Awareness), together with volunteers Abhay, Komal, and Anil, focused on spreading the message of not killing, or harming in any way, animals for commercial use. Most people tend to believe that substitutes for leather are not as good as leather itself. Our mission for the show was to prove such notions wrong by introducing people to other options and giving non-leather a chance. This, we accomplished through the display of non-leather products which ran the whole gamut from wallets (for men and women) to mobile covers, as well as office stationery. Our BWC branded boneless china mugs were in great demand, in fact, a demand as high as 2000 pieces after the last piece was sold. It was only because we didn't have the stock to meet the demand that the order didn't convert into a BWC mug on each MBT-ian's desk.

***Animals are not made
for humans...***

***... any more than women
are made for men***



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