

# FIAPO STRATEGY PLAN

2019-2022



## EXECUTIVE SUMMARY

This document is the strategic plan for the various themes on which FIAPO will work from 2019-2022. FIAPO has identified 4 priority areas to work on over the next 3 years – farmed animals, companion animals, wild animals, member servicing & external linkages. The strategic plan includes SMART long term goals for each theme; parameters to monitor progress and to evaluate results of these goals.



FIAPO is India's apex animal rights organisation. As the collective voice of the animal rights movement in India, FIAPO is the catalyst that protects the interests and rights of animals on local and national levels - through education, research, mobilisation, networking, training and direct action. Created for the movement, by the movement, FIAPO is India's only national federation. It has 130 members and over 200 supporter organisations across the country.





## KEY SUPPORTERS

FIAPO's biggest strength and support are its member organisations. Those working on animal rights, welfare, and conservation in the country are offered membership of the national federation. This is the first formal step to reflect our federative spirit. Member organisations are regularly nominated to the position of trustees as well. Our national and international supporter base enables us to address the biggest problems that animals face in the country. FIAPO is also a member of the Asia for Animals Coalition, Guidestar, CAF, which we value for its network, and collective voice at the Asia level.

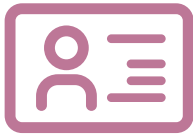


## ACHIEVEMENTS TILL DATE

Working with 130 member organisations, over 200 supporter organisations and more than 1000 individual activists in 77 cities, FIAPO is the catalyst that protects the interests of animals at the local and national levels - through education, research, mobilisation, training and direct action.

FIAPO, with help from its supporting organisations and activists:

- Has helped achieve a ban on cetaceans in captivity.
- Helped enforce laws for circuses and rescued nearly 150 animals from over 16 circuses across the country by working with state and central government bodies.
- Stopped the establishment of India's first factory-farm like dairy that was proposed to be set up with 40,000 cows from setting up in Andhra Pradesh, and introduced voluntary guidelines for better living conditions for dairy animals in 7 states.
- Spearheaded India's largest investigation into the dairies and gaushalas where we covered 500 dairies and 200 gaushalas.
- Helped draft rules and guidelines to be followed in 6500 Gaushalas to be constructed by the UP government.
- Campaigned against the practice of live export.
- Educated over 1 million people in India with the message of compassion towards animals. We were also covered by the Limca Book of Records for doing the most intense campaign for this.
- Has become the leading petitioners in the Supreme Court for several critical cases for animals.
- Reached out to over 2 crore people using billboards, print media and digital media to educate them about cruelty to animals.
- Set up and supported over 1000 activists to reform and stop slaughter in different cities, conduct education activities and engage with their communities to help treat dogs and other street animals in different parts of India.
- Responded in emergency cases like Kerala floods, Sitapur dog killings to provide immediate relief.
- Organised national and regional training events to help train and network the animal welfare movement in India.



## IDENTITY OF THE ORGANISATION

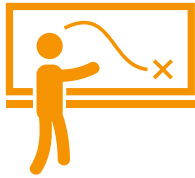
**Vision:** Recognition and respect for animal rights in society

**Mission:** To connect and empower animal protectors to collectively achieve animal rights by innovative advocacy, networking and capacity building



## VALUES OF THE ORGANISATION

- Democratic, so large and small organisations have the same say
- Independent, so members, and the Federation can choose their area of work, and it is not set by any other body
- Learning and Knowledge-Centres, of issues and strategies
- Inclusive, so all thoughts and tactics for animal protection are represented, and tolerated
- Sensitivity towards nature, human and non-human animals
- Responsibility towards our work, and towards one another
- Openness and transparency
- Respect for diversity



## PLANNING PROCESS

This strategic plan addresses the most burning issues of animal rights in India and sets a direction for the movement for the next 3 years. The underlying spirit of all of FIAPO's work will be collaborative and federative.

In the first round, FIAPO staff, members, trustees, donors and key leadership within the movement were consulted for their inputs on issues that should be addressed in the near future.

This feedback was collated into different themes and moulded into a simplified and Specific Measurable Achievable Relevant Time-based (SMART) planning document. The experience within the organisation and the network was harnessed to ensure that it is comprehensive.

The present plan is FIAPO's rolling plan for the next 3 years, which will be reviewed annually. It has the agreement from the Board of Trustees and inputs from the Federation members as well.

Execution- The annual plans and budgets will be drawn out of this, which will go through quarterly review process for course correction and priority setting. Monthly plans will be monitored in an internal Management Information System (MIS) framework to ensure targets are met with consistency and quality.



## STRATEGIC PRIORITIES

After careful consideration, FIAPO has picked 4 themes across which the Federation will work in the next 3 years. The themes address the needs of animals across different forms of human use; need of the people running the movement and need of the organisation itself:

1. Farmed Animals
2. Companion Animals
3. Wild Animals
4. Member Servicing and External Linkages

The themes are also a combination of addressing the traditional way in which animals are used, the way animals are perceived and any upcoming/immediate threats to animals, in ways that are unique to Indian conditions at the time of writing.

Planning in each theme is divided into-

- Identifying any emerging crisis/ trend in the theme
- Intrinsic needs of the theme of work
- Setting the long term goal
- SMART 3 year objectives
- (Internal) Operational SMART goals for:
  - o Funding Need/Possible Sources
  - o Human Resources
  - o Communications
  - o Member Engagement
  - o Monitoring and Evaluation
  - o Capacity Building

# FIAPO STRATEGIC THEMES

## THEME 1 – FARMED ANIMALS

Bovine animals, birds and fish were recognised to be the areas of animal farming which were most relevant to address in the coming 3 years. It was also noted that the live export of animals was gaining in volume and that it is important to use the present social and political momentum in the country to put an end to it.

**Long-term Goal:** To end the use of animals for food

### Emerging trends (that will affect farmed animals in the next 3 years)

- Diversification of dairy industry and meat industry with increasing range of processed products flooding the market; popularity of A2 Milk, antibiotic free meat
- Increased consumption of meat and dairy by individuals, private institutions, and government bodies
- Intensification of farming systems – including fish and pigs; government support for the same
- Use of sexed semen in artificial insemination of cows
- Increased number of stray cows
- Barcoding and micro-chipping of bovine animals in some states
- Live export/trafficking of bovine animals, sheep and goats from specific states
- Increased demand of vegan substitutes for lifestyle products in metro cities and their inability to meet them
- Antibiotic resistance in humans and animals
- **Intrinsic needs of the theme (significant challenges within this theme)**
- Behavioural change for individuals and corporates to consume less animal-based products
- Improving animal husbandry practices
- Regulation/policies for farmed animals
- Immunization against the most common farmed animal diseases
- Addressing genetic manipulation of farmed animals
- Addressing the issue of "humane meat"
- Enforcement of laws to protect farmed animals
- Implementation of laws on slaughter
- Address abuse for wool, silk, leather



# FIAPO'S 3 YEAR PLAN FOR FARMED ANIMALS

## Objective - 1

### Preventing factory farming in the dairy industry

We seek to work with state governments to ensure rules are made for bovine welfare in dairies. We also aim to explore the possibility of use of sexed semen, although costly compared to conventional artificial insemination, in mainstream. This will aid animal welfare in that the birth of male calves is avoided as male calves are either abandoned or slaughtered as they are deemed useless in dairy farms. Additionally, we aim to formulate rules for setting up bovine shelters at state level along with improving the conditions of the existing gaushalas.

## Objective - 2

### Implement rules governing slaughter of animals

Majority of the meat shops in the country are in the unorganised sector, meaning they function with or without obtaining a license to function, illegally slaughter animals in meat shops and do not provide for the basic welfare conditions of birds.

Most of the meat shop owners are unaware of the rules and the expectation is that if they know the same, they will improve welfare practices. The government authorities are nonchalant towards these meat shops indulging in illegal practices. It is necessary to change this by working with all stakeholders and improving capacity

Preliminary scoping has shown that slaughter of large animals, even in licensed slaughterhouses, happens in violation of slaughterhouse rules. Basic welfare of animals is not taken care of and the biggest issue is animals being slaughtered while being fully conscious. There have been some instances of raids where slaughterhouses have been shown to flout regulations, but there has been no improvement in their practices since.

## Objective - 3

### Reach out to youth with an appeal for reduction in consumption of animal products

Face-to-face outreach has many advantages over online/ outdoor advertising type of awareness building, although the reach is less. While the advertising form of outreach increases reach and puts veganism on people's minds, the what, why and how are impressed into people's minds when they have a longer conversation with activists who are knowledgeable about the issue. Leafleting is done as a means of increasing the breadth of outreach and being welcoming to questions if people are interested in knowing more about the leaflet that was handed to them

#### **Objective - 4**

##### **Expand the reach of vegan alternatives through tie-ups with corporates, institutions and mass media**

Providing an environment for change is an integral part of helping people make behavioural changes. As food is the major sector where most animals are affected, creating alternatives and making them available for general public as well as for QSRs and corporate partners is critical to ease the incorporation of animal product alternatives. Based on observation of people in the current vegan community who are trying to become entrepreneurs, the failure rate is high and the environment of change is unable to be provided. To address this, entrepreneurs need to be connected with business development consultants to turn their business into a viable one.

#### **Objective - 5**

##### **Investigate in the fish farming and pig farming sector.**

Promotion of pig farming by the Indian government as a profitable business for farmers and the rapid growth of the aquaculture pose threat to the animals and ecology. FIAPO aims to understand the extent of the issues in these sectors, and planning a sustainable campaign to bring regulations, if needed.

## THEME 2- COMPANION ANIMALS

There is high prevalence of conflict between people and dogs, especially in semi-urban areas. Due to a lack of knowledge about prevention of dog bites, first-aid for dog bite and the availability of an anti-rabies vaccination, the only solution people think of in these areas is to kill dogs. Killing/ displacement doesn't ensure that the affected or rabid dogs are treated. To foster peaceful co-existence between dogs and humans, people who are at risk of being bitten by dogs need to be educated on bite prevention; adequate counselling to bite victims needs to be given, in addition to enforcing strong ABC and ARV programmes to control the population of dogs.

A majority of people in India who have pets do not have a clear understanding of their needs. This leads to abuse and neglect of companion animals which is alarmingly common in households with pets. Breeding of companion animals takes place without any regulation and even in government breeding centres, the animals' welfare is not priority. This is one of the growing trends that require immediate attention. Lastly, wild animals are being bought via illegal channels to be kept as pets. Action is required to address this disservice to the wild animals, especially those who are major players in the maintenance of a healthy ecosystem.

**Long-term Goal:** Foster a positive human-companion animal relationship in streets and home, and to end the pet breeding industry

### **Emerging trends (that will affect companion animals in the next 3 years)**

- Growing pet industry
- Growing number of dog fights
- Intolerance to street dogs
- People's conflict with dogs- failure of ABC, abuse in homes, etc.
- Import of wild and exotic animals to be kept as pets

### **Intrinsic needs of the theme (significant challenges within this theme)**

- Neglect of physical and emotional needs of companion animals
- Low awareness of their behaviour

# FIAPO'S 3 YEARS OBJECTIVES FOR COMPANION ANIMALS

## Objective - 1

### **Reduce human-dog conflict and promote positive relationship**

There is high prevalence of conflict between people and dogs, especially in semi-urban areas. Due to a lack of knowledge about prevention of dog bites, first-aid for dog bite and the availability of an anti-rabies vaccination, the only solution people think of in these areas is to kill dogs. Killing/displacement doesn't ensure that the affected or rabid dogs are treated. To foster peaceful coexistence between dogs and humans, people who are at risk of being bitten by dogs need to be educated on bite prevention; adequate counselling to bite victims needs to be given, in addition to enforcing strong ABC and ARV programmes to control the population of dogs.

## Objective - 2

### **To establish a robust system for optimum street animal care through on-site first-aid program**

It is evident that in India, street dogs suffer the most neglect, especially when they are injured. To address this issue, we will be setting up volunteer driven first aid networks in different cities. This will enable timely help to injured animals which would have otherwise succumbed to the injuries.

## Objective - 3

### **Initiating mentoring and grants programs for animal shelters across the country**

There are well-intentioned people who want to help animals, but don't have the knowhow to provide the best quality of life for the animals in their shelters. Building capacity and providing them grants to improve infrastructure and protocols of the shelter is necessary to ensure the best quality of life for animals.

## Objective - 4

### **Promote responsible pet ownership and investigate the influx of wild animals into the pet trade**

Animals in homes living as companions with humans have their very basic needs unmet. Although the owner of the animal gets these animals in good faith and love for animals, they are unaware of their needs. To address this problem, a pilot project in a few neighbourhoods in a city will be conducted to help owners take care of their dogs better

With increasing threat to indigenous animal populations, wildlife trafficking adds fuel to the fire. Strong enforcement of existing rules is required to protect wild animals from being trafficked.

## THEME 3- WILD ANIMALS

**Long-term Goal:** To support NGOs to reduce human-wildlife conflict; to reduce the impact of people on wildlife

### **Emerging trends (that will affect wild animals in the next 3 years)**

- Reducing space for wild animals- expansion of cities into the forest
- People's lack of knowledge in dealing with wild animals
- Increased fragmentation of forests
- Negative effect of international relaxation of wild animal trade
- Silence of experts during extreme and individual cases of human wildlife conflicts

### **Intrinsic needs of the theme**

- Implementation of existing rules
- Personhood/ higher legal recognition for animals
- Human-wildlife conflict
- Environmental impact of farming; climate change
- Urban wildlife rescue and rehabilitation
- Opportunity to work with institutions like zoos, rescue centres, etc.
- Need to lobby with government for better implementation/and protocols to address conflict
- To equalize wild animals with other animals
- Increase acceptance of co-existence with wild animals

## **Objective - 1**

### **Achieving legislative recognition of the personhood of animals, with an immediate focus on elephants.**

FIAPO stands for legislative recognition of the personhood of animals. So far, we have drafted the universal declaration of the rights of elephants and got it ratified from national and international leaders in legal activism and animal protection.

The immediate objective is to secure the status of legal “persons” for the Asian Elephant (*Elephas Maximus*) as they are a cultural, historic and religious icon.

Reaching out into the masses and allied movements, the campaign has secured the support of 11 influencers and published opinions in leading journals. We seek to build public opinion and pressure through litigation to reach elephant personhood- the first milestone.

## **Objective - 2**

### **To support capacity building of NGOs involved in rescue, rehabilitation and education of wildlife.**

One of FIAPO's priorities is to promote humane, legal and efficient rescue-rehab of urban wildlife. We seek to support NGOs engaged in this activity and will be initiating actions to reduce the negative impact of people on wildlife. This work will include-

1. Facilitation of better rescue and rehabilitation of wild animals by training volunteers in different cities- these rescue workers will be working with the local forest departments to ensure skill transfer. The wide network of the department will also be leveraged for maximum impact
2. Action to reduce people's conflict with wild animals- there is widespread empathy to wild animals among urban people. We seek to leverage this positive sentiment to raise awareness on the causes of conflict and persuade people to take action to reduce the same.

## THEME 4- MEMBER SERVICING AND EXTERNAL LINKAGES

**Long-term Goal:** To support FIAPo member organisations in improving the services they provide to animals; to expand the reach of animal work outside the movement

### Emerging trends

- Higher expectations of Members from FIAPo.
- Collaboration with corporate companies on behalf of member organisations
- Increase in the number of networking events

### Intrinsic needs of the theme

- Increased awareness about FIAPo
- Involving significant organisations
- Improving membership schemes-premium and standard
- Updated database of organisations
- Better recruitment of members and servicing
- More involvement of members in FIAPo events
- Better communication on member services
- Documentation of multi-faceted member servicing
- Acknowledgment of FIAPo support and affiliation on member's websites.

# FIAPO'S 3 YEARS OBJECTIVES

## Objective - 1

### **Building a robust ecosystem of animal rights organisations by empowering our members.**

Our membership is our biggest strength. We will be offering better and robust services in the coming years through-

- membership feedback survey
- member of the month' recognition
- Matching member requirements with corporate companies that can offer them support
- Introducing new scheme for individual activists in the network.
- To provide a space for different stakeholders in the animal rights movement to share knowledge, raise awareness, network strengthening and support actions towards animal protection is extremely important. We will also be publishing India's first national magazine on animal rights

## Objective - 2

### **Organise regional Bootcamps in 2019 and India For Animals (IFA) in 2020**

Bootcamps and IFA have been FIAPPO's flagship events for networking and capacity building of animal activists and organisations. These will be continued with an improved agenda to deliver greater impact. The support offered to young activists between Bootcamps will also be more robust.







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