

“ *A mind is like a parachute. It does not work if its not open. So, open your mind, stop supporting animal torture, go vegan.* - **Manish Jain** ”



Editor's Voice - Consistency key to successful branding

What is your favorite brand of animal rights/animal welfare in India? There are thousands of organisations that are into animal rights/animal welfare, but when confronted with such a question, most of us would hardly take more than a few seconds to give our answers. We have only a few names picked out for each. That's how branding works. From a marketer's point of view, branding, therefore, can be a magic wand for success.

Is it possible for a small organisation to become the most talked about brand in the market? Some skeptics view it is difficult - nearly impossible - to create a successful brand while big guys are competing for share of the same cake. But I believe otherwise, and there is no dearth of small organisation success stories to support my view. Any organisation, big or small, can build a sensational brand from scratch, and many small and medium organisations (SMOs) already did that in the past with

extraordinary success. For example, Nirma, once started as a one-product, one-man outfit from a 100 sq ft room in 1969, is today among the most well-known brands in its category in and around the country. Another shining example who makes every vegan proud is Nandita Shah of Sharan. She promotes veganism single-mindedly. I have personally gone through a lot of her e-mails and letters. The focus is always on promoting veganism. She has the courage and the ability to convince a person to follow her footsteps.

Today, every small organisation knows that branding is critical to business, but many still do not seem to have a clear idea how a brand image could be created. Their efforts just never go beyond creating a unique logo, launching a product, marketing it, and putting some money on advertising. Of course, these factors are important by their own means, but branding does not happen that way. You cannot create a

lasting impression just by doing that.

At the heart of branding, there must be consistency, determination and integrity.

None can create a successful brand within a few months. You have to think long-term, and work constantly on how your organisation can be transformed into a renowned brand. Branding is all about creating a lasting impression in your prospective donors' mind, and naturally it will take time. The journey is usually very long and tiring - most of the times generating no immediate result. Only those who are determined enough not to give up can succeed.

So next time you think about creating a brand image for your small organisations, get ready to go that extra mile.

Shilpa Babbar



This dog was taken to ARF for its maggot wound under the tail. It was suffering severely. The dog was anesthetized, turpentine oil was applied, maggots were removed and the wound was cleaned. Now, there is an improvement in its condition. Kindly donate for its speedy recovery.

This dog was suffering from warts on the medial side of arm. It was surgically removed and cauterised. Externally applying the ointment. Recovering slowly. Please donate.



Nothing will benefit human health and increase chances for survival of life on Earth as much as the evolution to a vegetarian diet.

- **Albert Einstein (trailblazing physicist, 1879 -1955)**

Palitana follows Haridwar, bans non-vegetarian food and eggs

AHMEDABAD: The BJP-ruled Palitana municipality in Bhavnagar, Gujarat has decided to follow the footsteps of Haridwar.

The municipality authorities have decided to ban the sale of eggs and non-vegetarian food in the pilgrim town.

During a meeting on Friday, the municipality passed a notification banning sale of non-veg food and eggs within the limits of the town.

The ban was imposed following protests by Jain saints who threatened to self-immolate if the municipality did not adopt the resolution on the lines of Haridwar.

Pravinbhai Gadhi, president of nagar palika said that the ban was already

there but this was only in the peripheries of the road leading to the Jain temples.



It was in March that some Jain saints led by Maharaj Saheb Maitriprabhsagar had sat on a fast and later threatened to self-immolate themselves if the nagar

palika did not ban the sale of non-veg food and eggs within the jurisdiction of the nagar palika.

"When we met the Jain saints they requested us to enforce the ban in the area which is in the jurisdiction of the nagar palika. The same was then cleared in the meeting on Friday."

The Palitana Temples of Jainism on Mount Satrunjaya, Palitana, Gujarat are considered the holiest of all pilgrimage places by the Svetambara Jain community. There are 863 temples exquisitely carved in marble located on the hills. This temple-city has been built as an abode for the divine; hence, no one is allowed to stay overnight, including the priests. The main temple, on top of the hill, is dedicated to the first Tirthankara, Rishabha.



also true for "free range" egg laying hens. New laws don't protect them, donations won't save them, larger cages will not end their suffering. Only veganism can. One cannot be a vegetarian, eat eggs and dairy, without participating in violence and death, even on a small farm like this one. Please consider going vegan. It's easy.

Sad Story of Eggs

Do you eat eggs? Is this what you really want to be participating in? Disposing off newborn babies. Unwanted male chicks thrown into the garbage to die of suffocation. The mother never got a chance to see her male offsprings who are killed at birth or the female ones who will become egg slaves for about one year laying an exhaustive 200 to 300 eggs before she too is slaughtered or gassed and disposed of. Many of these birds have osteoporosis from losing calcium required to grow shells, most cannot even stand up and are physically ruined. This reality is

Please visit: www.abolitionistapproach.com

Our Vegan friend wants to climb Mount Everest !!!

In our March 2012 newsletter we had applauded Mr. Kuntal Joisher. He has further written that "Right now I'm working on getting some peak climbing experience under my belt. I only have one 20,000 feet summit up to this point, and a couple of 18,000 feet summits (I'm going to be part of multiple expeditions in May, June and August) and once I'm through with those, I should have enough summits/experience on hand, after which I'm planning on building my own website to request sponsorship for my Mount Everest endeavor without using any animal products. Main causes that I'm going to support are Animal Rights, Veganism, and Dementia cure." We wish him the best for all his endeavours.

Heart-felt Gratitude for your Donations

Mahaveer Corporation (India), Bangalore; Sri Suparshwanath Swetamber Jain Murthipujak Trust, Bangalore; Kumarpal Bhandari, Andhra Pradesh; Kiran, Bangalore; Padmavathi, Bangalore; Nithya, Bangalore;

Helpline Details April 2012

Sick & Injury: Small Animals - 19, Large Animal - 1;
Wild Life: Birds - 6; Animals - 5; **Rescue:** Large & Small Animals - 15, Birds - 2; **Counseling** - 137;
Rehabilitation - 11; **Aggressive** - 21;

Indian Man Single-Handedly Plants a 1,360 Acre Forest

A little over 30 years ago, a teenager named Jadav "Molai" Payeng began burying seeds along a barren sandbar near his birthplace in northern India's Assam region to grow a refuge for wildlife. Not long after, he decided to dedicate his life to this endeavor, so he moved to the site where he could work full-time creating a lush new forest ecosystem. Incredibly, the spot today hosts a sprawling 1,360 acre of jungle that Payeng planted single-handedly.

The Times of India recently caught up with Payeng in his remote forest lodge to learn more about how he came to leave such an indelible mark on the landscape.

It all started way back in 1979 when floods washed a large number of snakes ashore on the sandbar. One day, after the waters had receded, Payeng, only 16 then, found the place dotted with the dead reptiles. That was the turning point of his life.

"The snakes died in the heat, without

any tree cover. I sat down and wept over their lifeless forms. It was carnage. I alerted the forest department and asked them if they could grow trees there. They said nothing would grow there. Instead, they asked me to try



growing bamboo. It was painful, but I did it. There was nobody to help me. Nobody was interested," says Payeng, now 47.

While it's taken years for Payeng's remarkable dedication to planting to receive some well-deserved recognition internationally, it didn't take long for wildlife in the region to benefit from the manufactured forest. Demonstrating a keen understanding of ecological

balance, Payeng even transplanted ants to his burgeoning ecosystem to bolster its natural harmony. Soon the shadeless sandbar was transformed into a self-functioning environment where a menagerie of creatures could dwell. The forest, called the Molai woods, now serves as a safe haven for numerous birds, deer, rhinos, tigers, and elephants - species increasingly at risk from habitat loss elsewhere.

Despite the conspicuousness of Payeng's project, Forestry officials in the region first learned of this new forest in 2008 - and since then they've come to recognize his efforts as truly remarkable, but perhaps not enough.

"We're amazed at Payeng," says Assistant Conservator of Forests, Gunin Saikia. "He has been at it for 30 years. Had he been in any other country, he would have been made a hero."

<http://www.treehugger.com/natural-sciences/man-single-handedly-plants-entire-forest.html>

The vegan demo and lunch at the Taj was fantastic !!!

They want to try out a variety of vegan dishes instead of repeating the same stuff. The most exciting news is that the whole reason these guys are doing it is so that they can introduce a permanent vegan section to their menu!! I was thrilled to hear this. More so because no one asked them to do this, it's their own initiative (and not one of those guys is vegan!) They see that veganism is a growing worldwide trend and that it's only a matter of time before other places start adding vegan sections to their menus. They want to be the first to do it. Veganism has finally caught up on its own !!!

- Susmitha Véganosaurus



Right now we have more than 1,500 vegans around the globe. We really want to keep this very cool thread going. It's a statement that there are vegans in all corners of the world. If you live vegan, just visit the link, leave a comment with where you live in the world. - M Butterflies Katz

<https://www.facebook.com/ButterfliesVeganAdvocate/posts/3931850697604>

Vegan Potluck

On Saturday, 26th May 2012 at 2:30 pm



Address: Jaaga, No. 68,
Double Road, Opp.
Corporation Bank, Next to
the K. H. Road Bus Stand,
Bangalore - 560 027.

Recipe of the Month

Peanut Butter Cacao Chip Fudge



Ingredients:

1 cup + 1 Tbsp unrefined coconut oil, virgin organic cold-pressed (measure at room temperature state - fluffy form, not melted); 1 cup creamy peanut butter, organic salted at room temperature (or warm to soften); 1/3 cup maple syrup; 1/2 banana; 1/2 tsp cinnamon; 1/8 tsp salt (dash); crust: 1/4 cup organic hemp seeds; topping: 1-2 Tbsp creamy peanut butter, softened to drizzle-able state; 1-2 tbsp raw cacao nibs;

Directions:

1. Add all the ingredients to a blender (high speed works best).
2. Blend until smooth and creamy.
3. Spread crust hemp seeds over bottom of a glass dish (anything about 7"-10"

inches square - or close to it - will work).

4. Pour the blended mixture right over top the hemp seeds.

5. Warm the peanut butter topping (microwave a few seconds) and drizzle over top the mixture. Swirl it with a toothpick for pretty designs. Sprinkle the cacao nibs over top.

6. Place dish in freezer for about 15-20 minutes - or until the center of the mixture has firmed - enough to slice into bars. This may take longer or shorter depending on how thick your bars have been poured. If you are not serving the bars for a few hours you can just place the dish in the fridge. Store leftover bars in fridge. Serve!

Your Voice

Excellent newsletter. I recommend everyone must read it. - **Gaurav Jain;**

Well written Editor's Voice. Keep it up! - **Dr. Parviz Ahmed Piran**

I have been reading **ARF** newsletter from past few months. It has been really inspiring and heart-touching. There is morale behind each and every article and I make it a point to apply it in my personal life. These articles create sense of awareness towards each individual and I wish you and your team to continue with this job. As am born vegetarian and brought up in Jain family I have always understood the path of vegetarianism. I have been totally against individuals who have been killing merciful animals for their own pleasure and joy. I along with your team would like to support the concept of vegan and spread it to the whole world. I believe in Lord Mahaveera's principle "Live and Let live" and I hope people would understand the meaning behind this principle. All my regards to Arf team. - **Prachi Vajawat**



In every corner of the street, **countless** animals are still suffering.

Please help us save them. Please donate today.

☐ ₹ 1,000

☐ ₹ 3,000

☐ ₹ 5,000

☐ Other ₹ _____

Cheque/DD (Please make payable to Animal Rights Fund at the below address)

Online Transfer to HDFC Bank, A/C No: 03671450000116, IFSC Code: HDFC0000367, Branch HDFC Bank LTD., Meera Sadan, No. 60, 1st Main Road, Seshadripuram, Bangalore - 560020, Karnataka.

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Animal Rights Fund

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