

**WE,  
VEGETARIAN**



**PEOPLE**

## Acknowledgement

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Any person can freely make use of the content provided in this document to spread the message of animal compassion and for welfare of all living beings-human & non-human. Pleasesend a copy of the book to below mentioned address:

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*The time will come when men such as I will look upon the murder of animals as they now look upon the murder of men."*

*~ Leonardo Da Vinci (Great painter and author- from Italy*

## We, vegetarian (?) people,

Since ancient times, milk is an important ingredient associated with our Indian culture and heritage. All our cultural, religious, economic, agricultural and dietary traditions are associated with milk. We consider milk as pious and life giving and have given the status of a 'mother' to the cow who gives us milk. We also treat rivers and earth as life givers. These are the gifts of God. These resources are irreplaceable and we should consider it our duty to take care of these gifts. This is the basis of humanity and we need to always remember it.

However, in this era of excessive commercialisation and fast life, we are ignoring the basic rules of life and we do not care for what is happening to other creatures on earth. We do not have time or the wish in the scarce time to think about the other creations of God and therefore it is not surprising that we are mostly unaware of the current status of milk giving animals, the life givers.

Today, animals are raised in an inhumane manner so as to meet our growing demand for milk, leather and meat..... crores are being killed.... animals are no longer treated as 'living beings.' Milk and meat production has been increasing in India at a very high rate compared to other countries in world. India is leading in meat export.

Whoever we ask "who is responsible for this?" the answer we receive is "the meat industry."

Is this the correct or complete answer?

We, Vegetarian people..... are we truly Vegetarian ?

**let's.... read.....think.....and act**

*This small booklet is an attempt to 'disturb your thought process'.  
Hopes that it creates some disturbance in your mind and which will  
lead to less disturbances in life of animals.*

**Book Price : Your Time..... to read and think**

*It is possible that some of your time spared by you for reading  
this book may add more time in life of many animals*

# We, Vegetarian (?) people

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*Ahimsa Beyond Vegetarianism-- Ahimsa (Non Violence) is a Sanskrit term meaning “not harming or not injuring,” Vegetarianism is one part of practicing non-violence.*

# 1. Background/History- *changing times*

In India, milk production could be considered as stagnant during the 1950s and 1960s, and annual production growth was negative for many years, but things changed from the year **“1970-the year of white revolution”**. Milk production increased at a much faster rate and we all celebrated it as a big economic achievement for India.

Somehow, the other associated factors underlying this ‘so called achievement’ have been ignored. We sacrificed our tradition, culture and human values and have used animals for our commercial gain. We should look at our changed attitude/approach towards animals in the last 40-45 years of the white revolution to know whether we have really achieved something which we can be proud of.

Before (milk was pure white-pious)	Today (milk is red)
	
<p>1. Cow/Buffalo/Bullock were a part of the family for the farmers</p> <p>Farmers used to name them, identified as family members</p>	<p>1. Now, they are mere machines/commodities.</p> <p><i>Now, they are identified by numbers. Cattle in India are commonly subjected to painful hot-iron branding and freeze branding to signify ownership. Both are extremely painful and lead to moaning out loud by the animal.</i></p> <p><i>some <u>being</u> turned in to something...</i></p>
<p>2. Natural growth of cows/buffaloes</p>	<p>2. Artificial insemination of animals at an extremely fast rate. Animals give more milk when they are pregnant.</p> <p>Most dairy farmers ensure that their cows give birth once a year, leaving only three or four months between each pregnancy.</p> <p><i>For maximum milk, you need maximum pregnancies. We have violated basic ‘laws of nature’ of natural birth and natural death.</i></p>

<p>3. Animals used to graze in open field</p>	<p>3. Animals are confined in one single location.</p> <p><i>The romantic image of cows grazing in lush meadows and happily returning home to be milked is becoming a phenomenon of the past as dairy production intensified.</i></p>
<p>4. Use of natural ways to increase animal milk supply</p>	<p>4. Use of Oxitocin injection and other drugs/chemicals to increase milk supply.</p> <p>In the villages they practise phukan. A stick is poked into the cow's uterus and wiggled, causing her intense pain. Villagers believe this leads to more milk.</p> <p><i>It is difficult to imagine the cruel practices employed by mankind to increase milk production.</i></p>
<p>5. Extracting milk with human hands, aided by touch and reflexes</p>	<p>5. Dairy uses machines to extract milk.</p> <p><i>While the human hands and heart knows when to stop when it pains to the animal, milk extracting machines cannot feel pain. At times,</i></p>  <p><i>blood and other fluids also get extracted along with milk.</i></p>
<p>6. The calf always has the first right for its mother's milk</p>	<p>6. Calves are being separated from their mothers immediately on birth. The enormous pain suffered by mother and child on being separated just after childbirth is unimaginable.</p> <p><i>This is done as it would be a loss to dairy if the cow's milk is consumed by the calf.</i></p>

<p>7. People used to distribute (not sell) milk in excess of family requirement</p>	<p>7. Sale of milk and milk products. <i>There is no problem in selling milk, but it is unfair to sell an animal once it stops giving milk.</i></p>
<p>8. People used to nurture a calf- be it male or female. When male calf (bullock) grew up- was used in agriculture.</p>	<p>8. In this era of tractor and other machineries, male calves are no longer needed. Further, there is a demand for calf meat (Veal industry) which lures people to go for easy money. <i>Cattle based agriculture to Machine based agriculture.</i></p>
<p>9. Agriculture activities were carried out with the help of animals.</p>	<p>9. Now, meaning of the word 'agriculture' is changed. Animals are being farmed. Factory Farm and Dairy Farm are considered as Industry <i>We knew agriculture is farming. Don't know- who taught us to treat animal breeding and killing as farming activity ?</i></p>
<p>10. Use of animal dung as a valuable fertiliser</p>	<p>10. Use of chemical fertilisers . <i>Excessive use of chemicals/fertilisers results in decreasing fertility of land. In Punjab, in the name of green revolution, farmers uses excessive chemicals in farm. But, this has resulted in 33,000 deaths of farmers (who sprays chmicals in farm) due to cancer in last five years-(news from Divya Bhaskar-january 30, 2013).</i></p>
<p>11. Animals used to live for 20-25 years-normal full life cycle.</p>	<p>11. Continuous artificial insemination leads to reduction of useful life cycle of animal to 5-6 years. Once the animal becomes weak, stops giving milk or gives less milk, it goes to the slaughter house. <i>The life span of animals is decided as per profit and loss calculation.</i></p>

12. Animal dying natural death	12. Animals are slaughtered at a rate certainly faster than and much more than that of animals dying natural deaths. <i>Now, It is very difficult to imagine a natural death for animals.</i>
13. Leather- derived from animals dying naturally	13. Increasing leather demand does not wait for animals to die a natural death. <i>For our convenience, we use the word 'leather,' but it is the skin of animals.</i>
14. There was no use of other body parts of animals	14. Now, each and every body part of animals is commercially used in products like soaps, cosmetics, bread and other food items. <i>We don't know what has been sold to us by slaughterhouses and traders, but it is certain that no person has been allowed to remain a 'vegetarian'.</i>

**Who did this?**

**How did it happen?**

**Why it happened?**

It will be unfair to blame small farmers who breed animals to gain from sale of milk for this tragic current scenario. They do not play an important role in this big vicious circle of commercialisation of dairy industry until the big dairy companies teach them cruel methods of extracting more milk from animals. These small farmers are being dragged in to this unholy race of treating an animal as commodity.

Increase in demand for any item will lure business people to increase production in **'any manner'** and this attitude of 'any manner' is creating hell for animals.



## 2: Evolution of dairy industry... *death knell for animals*

White revolution resulted in starting of a dairy culture in India. Production of milk-national heritage, which was on a domestic and a much smaller scale, now started catching the eye of giant foreign dairy companies to 'milk the holy cow'. It turned in to a 'business' to maximise income.

Dairy industry started applying novel techniques, unheard of and may times cruel ways to maximise milk output, but milk alone was not "the only commodity" dealt in and other avenues from animal produce were explored to increase the revenue. The goal and strategy of maximising business in a dairy industry is maximum milk output in the shortest period of time and meat and leather procured from the slaughter houses by slaughter of these once milk-bearing animals. Dairy makes productive life of the animals short and once productivity can no longer be achieved, then the dairy industry does not bear the cost of maintaining these animals, and hence quicker returns are gained from meat and leather of these once productive animals.

A report of Brighter Green organisation states that when Multi National Dairy Companies enter in to any country, they do check overall infrastructure like slaughter houses, leather tanning industry and meat/leather export potential before opening a dairy. ([http://www.brightergreen.org/files/beyond\\_the\\_pail\\_brighter\\_green\\_final.pdf](http://www.brightergreen.org/files/beyond_the_pail_brighter_green_final.pdf)).

In India, we all take huge pride for Amul Dairy, but an article written by Amul's Managing Director in The Economic Times (dt.- August 9, 2013) clearly states that milk and meat are sources of income for humans from animals. He was very clear in his article that meat is an important component among the sources of income from the dairy industry.

We will realise seriousness of cruelty of dairy industry when we watch this video available onYouTube. <http://www.youtube.com/watch?v=FlkG0wr5fh8>. (video source- Peta India)

*There is a famous quote which says "if slaughter house had glass walls, everyone would be a vegetarian." Fact is- Even, non-vegetarian people cannot see the horror of slaughterhouses. In the same manner, vegetarian people will not be able to consume dairy products once they themselves see the cruelty to animals by dairy industry. Check for yourself...and decide.*

## Current scenario of Dairy Industry in developed countries..

Over the last 24 years, total world milk production has increased by 32%, but, production and consumption in the developed countries has fallen. Total milk consumption in developed countries has stayed more or less constant over the last 20 years.

Last year, Mark Bittman of The New York Times reported that American demand for meat was steadily decreasing, with the Department of Agriculture projecting a further drop and it will affect their dairy industry.

Developed countries have started taking corrective steps to improve their food habits by reducing milk and meat production and consumption. They are making necessary changes in laws and do not promote consumption of dairy and meat whereas Government of India is trying to do exactly the reverse.

### Market for Dairy products in India

Mr. Sharad Pawar, Ex-Union Agriculture Minister, declared that the government will fast track the National Dairy Plan (NDP) in the coming years to meet the fast-growing demand of milk in the country. The country would need about 150 million tonnes (MT) of milk by 2017 and over 180MT by 2022. The productivity of milch cattle would need to be increased significantly to meet the growing demand and focus to improve milch animal productivity and increase milk production through a scientific approach to breeding and feeding is required.

India with its population of more than 1 billion and its diverse food habits,

cultures, traditions and religions offer a great market for milk and milk products. Indian dairy industry, currently pegged at Rs. 4,00,000/- crores ( \$ 70 billion)-organised and unorganised, is expected to double by 2020 and it is expected to grow at a CAGR of 13-15 %.



As per report dated October 11, 2013, of Credit Suisse, consumption of cereals and pulses has decreased in India whereas consumption of milk and meat has increased.

*No industry can be gentle. The fact that supply caters to demand makes the cow the ultimate victim. It may have been gentle when each household had its own cow and treated it as a member of the family. Not any longer.*

**-Smt. Maneka Gandhi**

## Business... commercialisation... buying and selling of commodities...

let's look at list of commodities and business sector given below...

Commodities/ Business sector	Victim
Milk, Meat, Leather	Animal
Education	Students
Medical/Hospitals/Health Care	Patients (all people)
Defence Equipments	Citizens

If we look at time period of some 40-50 years in the past, we will realise that 'business' element was very limited in all of the list of items given in the above table. People used to buy and sell as per requirement. However, now, we have become businessminded. We do label any and every item as 'commodity' and put it in market for sale.

*The gains and losses; however, are unknown.*

If there is an increase in demand for a motor car and mobile phone, then production can be increased by inventing new technologies and using new machines. Old machinery can be discarded. Demand for these items are increasing day by day and though unfair, we live with the products and means to sell these products such as advertising because it is not a life and death question for any living beings, but to increase the demand for milk products by 'marketing and advertisement' gimmick is creating havoc for animals. Like all other products, demand for dairy products is also increased by the huge amount of advertisement and marketing efforts.

*Few years ago, In India, even the thought of advertising to sell 'milk' would have been absurd.*

We ignore one basic principle of life- we reap as we sow. Whenever, big companies enter in to any business, their sole aim is to 'increase profit at any cost,' be it a cost borne by humans or animals.

### **Dairy industry-business policy- 'Breed for Milk & Kill for Meat'**

*We should not have any objection to development of any industry or business, but we need to really think well before commercializing any business which directly affects life of mankind or animals.*

## Outcome of dairy culture --- *we lost our culture*

*Milk & Meat- Myth and Truth: -We need to analyse some numbers to see the impact of Dairy Industry on growth of Meat and Leather Industry*

Year	Milk Production (million tonne)	Beef Production (million tonne)	Beef Export (million tonne)	No. of animals Slaughtered (million)	Leather Production** (million pairs)
1950	17.00	0.14	0	1.30	5.70
1969	21.20	0.17	0	1.62	16.10
<b>White revolution-1970</b>					
1990	53.90	2.16	0.09	14.40	199.50
2013	134.50	3.75	1.65	37.80	2065.00

\*\* This data is for shoe pairs only. Leather garment and other leather items not included.

From the above table, we clearly see that milk, leather and meat are growing at the same high rate after the white revolution. In a way, meat industry has flourished with the support of the milk industry.

## India's export.... have a look at export items...

(Year 2012-13)

No.	Item	Million tonne	Rs. (Million)	% of world export	Export-World rank
1	Milk & other dairy products	134.00	14120.00	1.60%	Eighteenth
2	Beef	1.65	210,000.00	25%	First
3	Leather	Shoe pairs and Leather garments	270,000.00	3%	Ninth
4	Broiler Chickens	3.50 Mn.	5,000.00	---	Third
5	Eggs	3.50 Mn.	5,000.00	---	
6	Marine products-Fish	0.80 Mn.	130,000.00	6%	Fifth

*"As long as man massacre animals, they will kill each other. Indeed, he who sows the seeds of murder and pain cannot reap joy and love..."*

**- Pythagoras (Greek Philosopher)**

## Growth Rate... *can we call it a growth?*

- Milk- We are the biggest producer of milk in world. 16% of world production. 3.50% growth rate in India compared to world average of 1.50%
- Milk Export-16% growth compared to 6% growth in world export

### **Impact of growth of milk production-**

- India is at third place in terms of animals slaughtered.
- India is at fifth position in beef production.
- India's beef export, growing at 15 % per annum in the last decade
- India emerged as a top exporter of buffalo meat in 2012-13, with 50 % market share and it is growing .Buffalo meat production has nearly doubled between 2010 and 2013.
- India is at second position in leather production-10% of world production .
- Leather production growth rate at 12% p.a. in India.

**Abovementioned numbers do not include the innumerable cows being illegally exported to Bangladesh every year:**



According to Mr. Rashid Kadimi, president the of All India Meat and Livestock Exporters Association (AIMLEA), "There is a need to stop illegal exports of livestock cattle from India which is far higher than meat exports." He adds it is estimated that \$5 billion (Rs. 30,000 crores) worth of cattle is smuggled

from India to Bangladesh, Pakistan and Nepal and from there to other destinations. (Note-We may feel that Rs. 30,000 crores is a very high amount, but there is no doubt that the matter is very serious.)

*Whenever people say 'We mustn't be sentimental' you can take it they are about to do something cruel. And if they add 'We must be realistic' they mean they are going to make money out of it."*

**- Brigid Brophy (British author and Animal Right Activist)**

# Leather ... it's a skin of animals... the big culprit

## Leather-Changing scenario

1. In good old days, leather was derived from animals dying their natural deaths.
2. Some time later, slaughter houses killed animals for meat and then the leather was sold as a by-product
3. Now, Indian leather industry breeds animals for leather to meet the ever-increasing leather demand for domestic consumption and export.

*Leather is no more a by-product of the meat industry and it is not produced to minimize waste, but solely as a highly profitable and lucrative business.*



The target of the Government of India for the leather sector to achieve an export value of USD 14 billion (Rs. 840,000 million) by 2016-17 from Rs. 270,000 million, growing at a Cumulative Annual Growth Rate of about 25%.

Just imagine...

this is more than 3 times export target... from where would such a great number of animals come... this is not possible without the support of dairy industry... target of leather production... is directly linked to the dairy industry target.

*Holy Ganga river is polluted so much by the leather industry and it could be said that Rs. 200,000 million spent on 'clean Ganga project' are completely wasted.*



**Extract from Leather Council presentation-** “the leather industry is bestowed with an affluence of “raw materials” as India is endowed with 21% of world cattle & buffalo and 11% of world goat & sheep population.”

On April 9th, 2013- Economic times newspaper carries a report “Leather Goods Makers plan cattle farming to beat shortage. This means animals will be specifically bred and killed for leather.

Developed countries do not want to do ‘leather tanning’ work due to environmental issues. Leather tanning work is very hazardous to health of workers and it pollutes water. They prefer to source it from developing countries.



**Who pays for your leather shoes?**

*God may forgive us till we use milk of animals, but we will be facing serious consequences if we shed blood of animals*  
**- quote from a book of Shri Jaibhikhu**

## Simultaneous increase in production of Milk, Meat and Leather - *this is not a coincidence*

1. “In spite of large livestock population, the meat industry has not taken its due share on account of negative perceptions, India has acquired the number one status in milk production in world, the meat production which jibes well with dairying is still lagging behind...”- website of APEDA Ministry of Commerce and Export, Government of India-

2. Much of India’s beef is from buffalo and increased demand for milk has led to a larger beef supply. Beef from the Indian buffalo competes on a price basis because of low costs of production as an off-shoot of the expanding dairy industry. – a recent report by the Foreign Agricultural Service (FAS) of USDA states that

3. “White revolution in India is sustainable only through Meat exports by culling process”. -as per presentation of Allana Company (leading meat exporter)-

([http://www.ficcifood360.in/pdfs/presentations-2013/Dr\\_ck\\_thota.pdf](http://www.ficcifood360.in/pdfs/presentations-2013/Dr_ck_thota.pdf))

4. In July 1995, the Government of India stated before the Supreme Court that, "It is obvious that the Central Government as a whole is encouraging scientific and sustainable development of livestock resources and their efficient utilization which inter-alia includes production of quality meat for export as well as for domestic market.

5. An official with the Department of Animal Husbandry says - “It is a fact that the government is giving increased attention to introducing international standards in meat production. Our department has played a crucial role and we are happy about it”. According to him, the Agricultural and Processed Food Products Export Development Authority (APEDA), is out to improve the quality and safety requirements for both the domestic market and the export industry. In the last one year, APEDA has approved 170 integrated abattoirs, slaughterhouses, and meat processing plants across the country, apart from announcing subsidies worth 15 crores to the modernizing of abattoirs.

6. In 1929, Shri Jawaharlal Nehru said in a Public Meeting, “when I become the Prime Minister of India, my first assignment would be to close all the cow Slaughter Houses.” There were 350 slaughter houses in India in 1950 whereas there are more than a lac as of today. Number of slaughter houses increased after 1970 when Government started giving subsidy to set up slaughter houses.

*White revolution also led to ‘Pink revolution-the meat revolution’. Meat industry has flourished in the shadow of milk industry. This has been clearly acknowledged by Government and other agencies.*

*In India, centuries ago, there used to be abundant Milk and Ghee. Government tried to do it again, but this time, there was one more hidden agenda and that led to bloodshed alongside the milk produce in India.*



## What do we know about animal protection laws in India?

### *Are we making a mockery of animal protection?*

India, a country from which has originated the word 'ahimsa' apparently needs to have animal protection laws to please her citizens and keep them quiet, but there are a lot loopholes in the form of built-in laws which ultimately makes these laws redundant.

As per Clause-51 G of Indian constitution- it is the duty of all citizens to have compassion for animals but Clause- 38 A states " the State shall 'endeavour' to organize agriculture and animal husbandry on modern and scientific lines and shall, in particular take steps for preserving and improving the breeds and prohibiting the slaughter of cows and calves and other milch and draught cattle.

Our base, Indian Constitution, is purposely diluted while dealing with animal laws. On weak base, all other laws will be superficial and it will not give desired result.

### **Let us look at two laws which deals with animal welfare :-**

①. Department of Animal Husbandry Dairying & Fisheries which looks after matters relating to livestock production, preservation, protection and improvement of stocks -is giving Capital subsidy of 50% to rural slaughter houses

②. The Animal Welfare Board of India (AWBI) is a statutory advisory body on Animal Welfare Laws and promotes animal welfare in the country. It is established in 1962 under Section 4 of the Prevention of Cruelty to Animals Act, 1960. AWBI's preamble mentions - Compassion to all Living Creatures. AWBI does very good work, but some of activities AWBI includes-

- advise the Government or any local authority in the design of slaughter houses or the maintenance of slaughter houses or in connection with slaughter of animals so that unnecessary pain or suffering, whether physical or mental, is eliminated in the pre- slaughter stages as far as possible, and animals are killed, wherever necessary, in as humane a manner as possible.-

- making stringent rules for transportation of animals to slaughter houses
- AWBI states that training is extremely important for butchers to be them trained for humane slaughter.

- As per AWBI note- huge increase in both, human and animal population is resulting in increased man - animal conflict.

*Animals do not vote...  
who will speak for them??  
who will listen?*



## Suppose... if animals ask us questions... which dictionary we use wherein:

- slaughtering in humane manner is called compassion towards animals. *How can 'slaughter' and 'compassion' words come together? Is 'slaughtering not a cruel act and inhuman?*

- Does animal welfare means killing animals in such a manner that unnecessary pain or suffering is eliminated - *Only the dying know the pain suffered by him/her at the time of killing. Was it 'unnecessary pain or suffering'? How can pain be necessary?*



- Department of Animal Husbandry which looks after livestock preservation and protection is giving subsidy to slaughter houses - *Please explain us meaning of words-'preservation and protection.'*

If animal kills human, you name this animal as "Man Eater" and if Human kills animals ... how do you name it?

Are these laws for 'our protection' or 'destruction'?

**Your Government is making this kind of laws for us... what about laws for you?**

*We allow this to happen and participate in Government's hypocrisy and double standard practices. This only hurts us. Nature has its own ways of replying to this mockery. When terrorist kills people for so called religious or for other reasons, they never ask us questions like-"should we kill you in humane manner?" "Does it pain you unnecessarily when will kill you?"*

## Why are we doing this ?

① What kind of barter exchange—India's export- USD 300 Bn. In 2012-13. Though meat export is only 1% of our total exports, millions of animals have been sacrificed to get this 1%. Each and every part of the bodies of cattle and other living beings are sold to import oil, computers, mobile phones, electronic items, luxury items, fertilisers, etc.

② Do we need this kind of growth in milk, meat and leather... to be at No. 1,2,3...

It is desirable to be on the top of the global exporters list .It gives us pride and honour when we make progress in any sector, but it is not fair to harm living beings just to reach and to maintain that top exporter's position with respect to milk, meat, leather, chicken or egg production or in export of these items. *Breeding animals for milk and meat cannot be termed as intelligent or hard work. It is sheer exploitation of animals which is leading to this kind of growth.*

③ In India, 40% of Indians are vegetarians-highest in the world. Then, how come we rank 5th in beef production or 1st in beef export.

Developed countries do not want to breed animals for milk, leather or for meat which creates lots of pollution and adversely affects health of their citizens.

We, as humans and as Indians, should not overlook or ignore this serious threat to our identity, glory and our culture.

Indians have made the mark in almost all walks of life and we do not need to flourish in this 'bloody' business. There could be better noble ways to make money.Our selfishness, greed, uncontrollable habits and insensitivity have also made us machines. Many a times, we do not know the reason and objective of our doings.

*"The greatness of a nation and its moral progress can be judged by the way its animals are treated."*

**- Gandhiji**

## In the life of Cows and Buffaloes...

*Why do buffaloes not wander on the streets like the cows? Is it not worth giving a thought to?*



Cows are wandering on the streets because they have lived their useful life and they are no more producing milk. No one needs them and they are left to eating waste and plastics. There is a legal ban on cow slaughter in many states of India and therefore cows are left to fend for themselves on streets.

However, unfortunately, buffaloes are given no legal protection from slaughter, so their transfer from the dairy to the slaughterhouse is direct.



Both are living beings, then why the different laws?

In India, export of cow meat is banned but some people are breaking this law. Officials of Animal Husbandry Department admit that many a times ‘cow meat’ is exported by labelling it as ‘buffalo meat’ and when it reaches overseas destination, then the label is changed back to ‘cow meat’.

We often read newspaper reports about – trucks carrying cow meat seized by the police in one or the other part of country where cow slaughter is legally banned. We also get news of police taking possession of animals being illegally transported to slaughter houses.

*We read these news and feel sorry about it, but we never think about the source of animals to illegal slaughter houses who do not breed these animals. In fact, we have used milk of these animals. Once the animals stop giving milk, they are sold for slaughter. Aren't we liable for this? Who takes care of those animals whose utility for milk is over?*

Many a times, we do charities for ‘freeing animals from butchers,’ but isn't it our fault that these animals reach there? Animals would never land up at the door of a slaughterhouse if we take care of them.

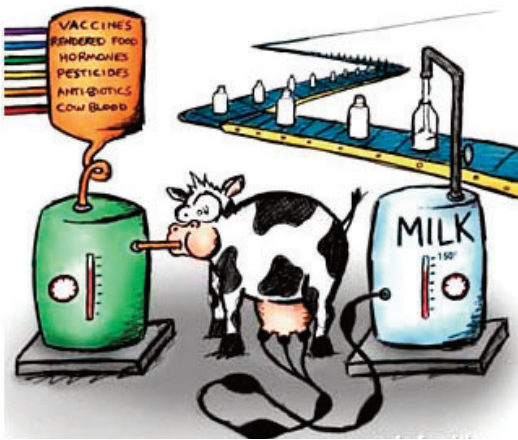
*We need to go to the root of the problem. It is very easy to blame others.*

## Let us pause for a moment -think for a while and move forward..

Up till now, we have studied increase in meat and leather production along with milk production and the resultant increase in number of animals slaughtered, but this problem is not limited to animals and their well being; in fact the whole gruesome scenario is not apt for mankind as well.

There is an eternal law of destiny which tells us that “anything that is not good for one section of living beings cannot be good for the other sections of living beings too.”

We really need to analyse this grave situation from a different angle:



### Quality of today's milk

- Significant reduction in quality of milk due to excessive use of medicines/injections to increase milk production
- Dangerous level of adulteration in milk due to ever increasing demand and prices of milk



### Impact on environment

- Breeding of crores of animals in unnatural manner leads to serious impact on environment

In the next chapter, we will see whether the milk that we get today is useful to mankind or not.

*“The fact that man knows right from wrong proves his intellectual superiority to other creatures; but the fact that he can do wrong proves his moral inferiority to any creature that cannot.”*

**- Mark Twain** (American author and humorist)

### 3. Milk available today for consumption

*- is it good for mankind ?*

#### 3.a. Dairy & Meat - responsible for adverse impact on environment and on food scarcity -hunger

India is having 17% of world cattle population and only 3% of world land area. This puts heavy burden on all our natural resources.

①. As per United Nations, total 30% of world land is being used for animal breeding. It takes approximately 16 kilos of grain to produce 1 kilo of meat or milk. Experts say that the growth in demand for meat and dairy products is unsustainable.

Artificial breeding of a huge number of animals is putting a heavy burden on food grain production. Now, food for human beings is used as cattle feed and this leads to food shortage and hunger.

It was estimated just last year that approximately 1/5th of the total Indian population was eating less than what was needed to be healthy.

②. Livestock consumes lots of water 50% of drinking water is used for meat processing and production.

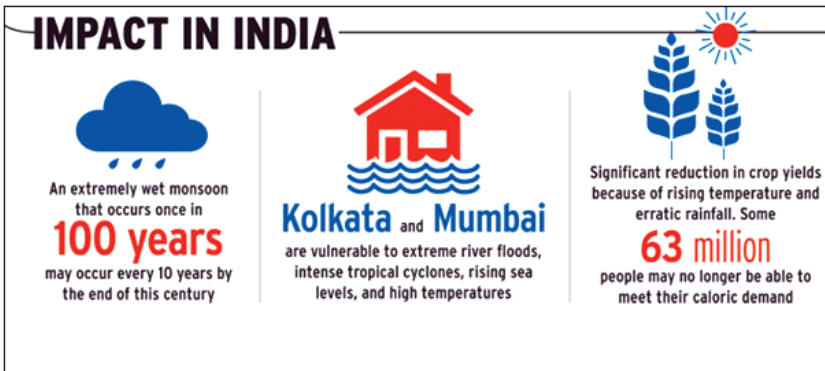
③. Cattle have digestive systems that produce enormous quantities of methane, a greenhouse gas. This methane gas is responsible for unusual movement in temperature, extreme temperature, changes in sea water level, etc. In the wake of climate change, growing livestock production is a global concern. The FAO has estimated that approximately 18 % of global greenhouse gas emissions come from livestock production.

*The problems arise because of excessive demand for milk and resultant disproportionate increase in livestock population.*

*This brings us to a point of eternal truth.... one should not play with nature... there has to be a natural growth of number of animals.... nature will take care of it.... artificial breeding of more and more animals leads to blood bath. The demand needs to be restricted to a point where we do not play with nature and life of animals.*

4. Researchers from Scandinavian country says-“ much of the world’s population will soon become vegetarian, or at least flexitarian — like it or not”. According to a new study published in Climate Change, eliminating energy and transportation emissions isn’t enough to get the rising global temperature under control. People really need to think before consuming such great amounts of meat and dairy.

It is worth considering whether the environmental and health costs of dairy and meat production are worthwhile or even viable in the short and long term. How can we measure it and is it even possible to put a monetary value on human health, environmental quality and animal welfare?



*As long as there are slaughterhouses, there will be battlefields*  
- **Leo Tolstoy** ( Russian writer & philosopher)

These words written many decades ago are turning out to be harsh truth on us.

Value of our export of meat and leather is USD 8 Bn.  
and  
value of import of our defence equipment is worth USD 8 Bn.

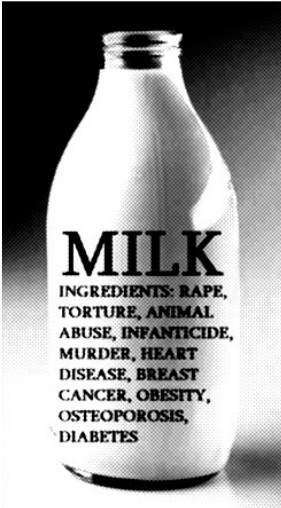
### **What are we doing ???**

In world ranking.....

We are No. 1 in export of Meat and Leather  
and  
We are also No. 1 in import of Defence equipment

### 3b. Milk... is it really a healthy drink?

1. Milk is a complete meal, but for the calves of animals.
2. Many research papers suggest that humans do not need animal milk. Human being is the only animal that drinks the milk of another animal.
3. As age increases- animals stop drinking milk. Human being are the only beings that continue drinking milk even when as they age.



4. Milk does not provide any iron. It actually blocks its absorption. Vegetables are best source of iron. Milk is very poor in iron content. About 50 gallons of milk are equivalent in iron content to one bowl of spinach! Green leafy vegetables are the best source of iron.

5. Milk contains fat and cholesterol. It has no fibre. Same as meat.

6. Milk consumption could lead to heart disease, cancer, and diabetes. Consuming the milk meant for calves puts human beings at risk for a host of ailments including cardiovascular disease, certain forms of

cancer and diabetes. The cholesterol and saturated fat in dairy products tend to raise blood cholesterol levels, which increases the risk of artery blockages.

7. About 33% Indians (70% Southern Indian) are lactose intolerant. Their body is not able to segregate sugar from milk and therefore they suffer from various diseases.

8. At a news conference in Mumbai, Dr Shobha Raul, chairperson of the Child and Welfare Committee, reported that “most cattle in the city are afflicted with tuberculosis (TB), which contaminates the milk consumed by lakhs of Mumbaikars. One of the main causes of TB is the consumption of infected milk; not surprisingly, 20,000 cases of TB are reported annually in Mumbai”.

*We will be shocked to know that some dairies add 'wastage of slaughter houses-which contains bones and other body parts of animals' to feed animals... We really do not know what we are consuming when we drink milk*



9. About 80 % of antibiotics produced are fed to livestock (report of June, 2014) -Antibiotics are used to help

animals to survive the barbaric conditions in factory farms until slaughter, as well as make them grow faster. Fearing spread of antibiotic resistance through the food chain, the Drug Controller General of India (DCGI) and the Agriculture Ministry have

directed state governments to stop the use of antibiotics and hormones in animal feed. Regular feeding of antibiotics has serious consequences on human beings since residue of antibiotics may accumulate in milk, meat and eggs.

Consumption of antibiotic contaminated meat, milk and eggs may develop antibiotic resistance in both animals and human beings.

India's move comes within a month of a World Health Organization (WHO) report warning that antimicrobial resistance is an increasingly serious threat in every part of the world.

(Note- What will be the impact of this direction to State Governments ? Who will do this ? How it will be done ? It seems very difficult to implement this. Antibiotics are given to increase milk production. We need to reduce demand for milk to stop this serious threat to our health).

10. After two months of detailed investigation, Journalist of Mid Day Newspaper published a report of serious implications on human health due to oxtocin injections given to animals. <http://archive.mid-day.com/news/2013/jun/110613-banned-drug-injected-into-cattle-is-poisoning-your-milk.htm>

11. Dr. Caldwell Esselstyn from the Cleveland Clinic (the top-rated heart clinic in the U.S.) makes people "heart attack-proof" by putting them on a vegan diet (American Journal of Cardiology, August 99). Dr. Dean Ornish of the University of California in San Francisco has demonstrated that artery blockages can be reversed with a low-fat vegan diet instead of expensive and invasive surgeries. He is the author of the bestseller 'Reversing Heart Disease.'



*Every glass of milk is a cocktail composed of one or more of the following – pus, antibiotics, pesticides, urea, and hormones.*

12. Breast cancer is the most common reason for death among women in most of the western world and the leading cause of death of women under 50. Dairy products are high in fat, animal protein, and hormones; each of which increases the risk of this cancer. An Italian study, published in the British Journal of Cancer, revealed that breast cancer risk is increased with the consumption of animal fat and protein, most significantly with dairy products.
13. People are generally apprehensive that they will not get calcium and protein in required quantities if they stop consuming milk products. However, the fact is that we do get the required amount of nutrition from other foods mentioned below:

	Calcium content in mg (in 100 grams)	Protein content in gram (in 100 grams)
Cow Milk	184 mg	6 g
Sesame seeds/Til	1470 mg	18 g
Curry leaves	830 mg	13 g
Almonds	202 mg	21 g
Soya beans	350 mg	17 g
Nuts and seeds	264 mg	33 g
Tofu	350 mg	7 g

**Protein myth** -In fact, human beings do not need more protein. Required protein is obtained from any food and excessive protein is bad for health. A human being's total protein requirement is 4 or 5% of his daily caloric intake. Nature has arranged our food in such a manner that even if we live on a diet of bread and potatoes, we still get more than the required amount!

According to Whole Foods nutritionist and director Ishi Khosla, "the easiest option to get protein is through soya beans. Soya beans are the best alternative to dairy products."

*We have created this problem. We only need to solve it.*

## Milk adulteration in India... a serious health issue...

Increasing demand and price of milk resulted in cases of adulterated milk.



We will be shocked to know that people are mixing hazardous materials and this leads us to serious health issues. We are becoming a victim of our excessive requirement of milk products.

In response to Public Interest Litigation (PIL) filed by one Indian citizen, Indian Government made an affidavit in The Supreme Court of India and accepted the fact that 68% of milk in India does not conform to the standards set by the Food Safety and Standards Authority of India (FSSAI).

<http://timesofindia.indiatimes.com/india/68-of-milk-in-country-adulterated-Govt/articleshow/16900547.cms>

The government brings out yearly statistics on adulterated milk, and even when the studies done by the Food Safety and Standards Authority of India (FSSAI) show that more than 75% of the milk tested is not milk at all but urea, water, caustic soda, paint, sugar, detergent hydrogen peroxide, starch, glucose, salt, Skimmed Milk Powder (SMP) and vegetable fat. These hazardous materials can cause serious diseases like cancer. (Please watch

<http://www.youtube.com/watch?v=lc-zMXIMhFc> -NDTV video)



*Milk- The Silent Killer- A book written by Dr. K.N. Sharma. Life Positive Publications.*

*This book shatters all myths that milk is good for health and it is very much necessary for human beings. Dr. Sharma is a distinguished naturopath and a Reiki Grand Master. He is advocating living life by obeying laws of nature.*

## We, vegetarian (?) people

*...need to walk the true path of ahimsa*

We adopted vegetarianism to follow the principle of ahimsa, but in changed circumstances now, it's time to evaluate whether milk and milk products form a part of vegetarian diet. We need to revisit the meaning of word 'vegetarianism' and make the necessary changes.

It might be fair drinking milk 40-50 years ago when there was no cruelty and urbanisation was limited. Almost each house in a village was having a cow or a buffalo and people needed to take care of them as family members. Today, we are not able to say with surety that there is no cruelty on the animals whose milk we are using and that they will be taken care of for their entire life.

If we are able to repeat the past scenario and are able to take care of animals, then there should not be any issue in consuming milk. This will result in improving of health of animals and increasing their life cycle. This will also improve our health.

However, in today's world of urbanisation, excessive commercialisation of milk business and big dairy companies are creating havoc in life of animals.

It is also bringing the fact to light that we are also responsible, directly or indirectly, knowingly or unknowingly for the death of a large number of animals. We have also studied that today milk is not healthy for us.

*Now, time and circumstances are different.*

*Human greed and needs have created serious problems.*

*A clear visible link is established between increasing output of milk and meat.*



*Someone rightly said- "Milk--- isn't it a liquid meat?"*

## Animal products chain- milk to meat and leather

Who are the users of these animal products- all people-be it vegetarian or non-vegetarian people ?

Animal Product Items	Users
1. Milk and Milk Products-Butter, Cheese, Ghee, Paneer, Ice Cream, etc.	Vegetarian and Non-Vegetarian
2. Meat	Non-Vegetarian
3. Leather	Vegetarian and Non-Vegetarian
4. Items which contains animal ingredients like fat, bones, casings, blood, horns and hooves (Soap, detergents, bread, cosmetics, medicines, fur, ivory products, shampoo, toothpaste, paint brush, bone china items, etc.	Vegetarian and Non-Vegetarian

There is a huge wall of meat built over a period of 50 years with the support of milk and leather at the base. We need to remove the milk and leather base to demolish the wall of meat.

Calculation of Profit for slaughter houses turns right only when animals have usage in their life time as well as after death .

If we start reducing our milk consumption, then this brutal chain of consumption of animal products will start collapsing. It will be extremely difficult for the meat industry to survive on its own.

### ***Milk to Meat--- how do we break this animal products chain?***

It's a simple economics law of price-demand- supply... What happens if- we reduce our demand for milk and other dairy products

- Reduction in excessive commercialisation of milk business. Lower demand will reduce milk prices. Lower milk demand and reduced prices would result in lower incentive to big companies to be in dairy business...

- This will lead to lower number of animal breeding. Lower number of animals available for slaughter. Lower meat production. Higher meat price. Lower meat demand. Lower meat consumption..

*and... ultimately.... this will lead to breaking of animal product chain...*

*Milk and meat are like two sides of the same coin. We should remove the economic value from one side and need to be out of this partnership of milk and meat business.*

## Let us think for a moment...

What happens if more and more people turn to vegetarianism and there is a lower demand for meat, but our demand for milk remains same at higher level?

Where does this lead to?

Dairy industry will still needs a large number of animals to meet the milk demand and it will continue to artificially breed large number of animals and will continue to cut natural life cycle of animals by applying cruel methods to extract more milk, but who will take care of animals whose 'useful life for dairy' is over? There are not enough animal shelter houses to take care of these animals. Even, construction of so many new shelter houses will not be able to accommodate such a big of animals.

We do not have an answer if such circumstances do arise.

Secondly, how we will deal with our demand for leather ?

This proves that meat industry is not fully responsible for animal killings.

*The vegetarian people need to ask one question to themselves –  
How much are they responsible for this whole scenario of horrific killing  
of animals ?*

*and..... if it is felt that all are equally responsible ..... then second  
question needs to be asked.....*

*Now... what do we do..... what should be done.... how do people  
become true vegetarians?*

**it's late.. but, we need to act... before it is too late...**

Now is the time for another white revolution where we will do justice to the meaning of the word 'white' i.e. colour of peace. Peace for all living beings. Any revolution for the benefit of one living being on the planet which inflicts pain on the other living beings cannot be a revolution. Revolution which brings prosperity for all living beings is a true revolution.



Peace Revolution

***many ways... to walk on true path of Ahimsa***

# 1. Veganism

## *First and best option*

Veganism is a growing trend within the vegetarian community and is considered a stricter form of vegetarianism. Vegans do not eat meat, fish, or fowl and do not consume anything that is derived from animals. This essentially means the removal of milk and all other forms of dairy from the diet.

Many vegans also do not eat honey because it is derived from bees. As with vegetarianism, veganism is a lifestyle that aims to minimise animal exploitation and suffering and maximise compassion. In practise, this means that strict vegans will avoid wearing even silk or wool.



Vegan people use 'Soya Milk', 'Coconut Milk', 'Almond Milk', 'Rice Milk'. Vegan population is increasing in each part of

world and Vegan food is becoming popular in all countries.

*“A cultural shift towards a plant-based whole food diet would have enormous benefits. For the vast majority of people, it would mean far healthier lives. It would not only mean less heart disease, fewer cancers, and far less obesity; it would also mean far more vibrant, thriving, energetic, and creative people. It would mean lesser fear of growing old and fewer families broken apart by the premature death of loved ones. For immense numbers of people, it would mean less suffering and more joy”- These words are written in book- **The Food Revolution**- best selling book of **Mr. John Robbins**.*

*John Robbins was the heir to Baskin-Robbins, the world's largest ice cream company; but he rejected it to live according to his own values. It is a fact that one of the main reason for reduction in meat consumption in America is due to several books on health and food written by Mr. John Robbins.*

## Let us look at the impact of Veganism in many countries...

1. With influential figures like former American President Bill Clinton announcing his enthusiasm for a vegan diet, and celebrities like Justin Timberlake singing "Bring it on down to Veganville," it would seem that veganism is entering the mainstream.
2. First, Vegan supermarket in Taiwan-



3. The Vegan Revolution Takes Over Prime-time TV in Israel- Thousands of people who watched Mr. Gary Yourofsky's riveting speech on veganism are changing to vegan diet. Watch how the unprecedented vegan trend in Israel reaches prime-time television, all due to, with an extensive 10 minute news item on Israel's most watched network. (<http://www.youtube.com/watch?v=jQ7IYAleo5c>).
4. Domino's launches its first-ever vegan pizza in Israel. Israel becomes first country in world where the company is selling the product; 'Israel is leading the vegan revolution around the world. (<http://www.washingtontimes.com/news/2013/dec/16/dominos-launches-its-first-vegan-pizza/>)
5. In Sweden, more and more people are becoming vegetarian and Vegan. (<http://www.thelocal.se/20140321/one-in-ten-swedes-is-vegetarian-survey>)
6. A school supported by world famous film director - Mr. James Cameron (Titanic, Avatar) is the first school in USA to offer only vegan meals to students. Mr. James Cameron is a vegan.

*If Taiwan and Israel can do it... where meat consumption is normal and regular ...then India can certainly do it.*



7. In US, a 2012 study commissioned by the Vegetarian Resource Group and undertaken by Harris Interactive found that the 2.5 % of the country identified themselves as "vegan," up from 1 % in 2009. That may not seem like a drastic leap, but it is when you consider that the number of vegans has more than doubled in just three years.

8. There are many sportspersons, athletes, celebrities and other prominent personalities who are vegan.

(Please visit [http://en.wikipedia.org/wiki/List\\_of\\_vegans](http://en.wikipedia.org/wiki/List_of_vegans) to have a look at list of such vegan people.)

9. According to Google Trends, public interest in a vegan diet is higher than ever before. (<http://www.google.com/trends/explore?hl=en-US#q=vegan>)

In India, many cities have Vegan Clubs and Vegan Groups and they are spreading vegan food culture. As per news item published in Times of India- dt/ 13/04/2014- There are people who have used all vegan foods (no meat and no dairy products at all) in their wedding lunch/dinner. Their aim is to celebrate an occasion without causing any harm to any other living being. If this can be done for an important occasion, then being vegans and having vegan food can be practised at all times.

Vegan is slowly becoming popular in India, but we are far behind other countries.....



*Earlier, it was fair to be just a vegetarian, but current scenario demands 'vegan' to be the best solution.*

*It may not be possible to suddenly turn to vegan for all people, but we can definitely start reducing milk and other dairy products in a slow but steady manner.*

*Let us reduce milk consumption by adults and use it only for children. This may also result in good quality (without adulteration) milk available for our children.*

## Since I became Vegan... *what people say...*

- I've noticed for the first time that I am living a clean life – clean physically, spiritually, emotionally and morally. ~ Christine
- I have noticed that I feel so much more inner peace, and a sense of connection with other beings. It is quite liberating. ~ Peter



- I became a vegan the day I watched a video of a calf being born on a factory farm. The baby was dragged away from his mother before he hit the ground. The helpless calf strained its head backwards to find his mother. The mother bolted after her son and

exploded into a rage when the rancher slammed the gate on her. She wailed the saddest noise I'd ever heard an animal make, and then thrashed and ...dug into the ground, burying her face in the muddy placenta. I had no idea what was happening respecting brain chemistry, animal instinct, or whatever. I just knew that this was deeply wrong. I just knew that such suffering could never be worth the taste of milk and veal. I empathized with the cow and the calf and, in so doing, my life changed." ~ James McWilliams (Professor at Texas University, USA)

### **Carl Lewis- American Athlete-**

*He was voted "Sportsman of the Century" by the International Olympic Committee and was named "Olympian of the Century" by the American sports magazine Sports Illustrated. He was also voted World Athlete of the Decade, 1980s and Olympic Athlete of the Century award.*

*"My best year of track competition was the first year I ate a vegan diet. Moreover, by continuing to eat a vegan diet, my weight is under control, I like the way I look. I enjoy eating more, and I feel great."*

*Carl's outstanding career includes 9 gold and one silver Olympic medal in 100 and 200m sprints, long jumps and 4 x 100 m relays.*



## 2. Second best option...

### *to reduce consumption of other dairy products*

Total Indian dairy industry size- Rs. 4,00,000 crores...Liquid milk consumption is 45% ... *Balance 55% goes to make... butter and clarified butter, Cheese, Ice cream, Chocolates, Paneer, Sweets, etc.*

Demand for value added dairy products such as yoghurt, paneer, cheese, ice cream and baby food are expected to grow at a CAGR (compound annual growth rate) of 20 to 30 % in the next 4 to 5 years. Big food companies are opening up lots of shops to sell these products.



The vegetarian people consume thousands of tons of all these items.

In fact, we have so many 'dairy free' alternatives for all these dairy products. We should use tofu, soy cheese, almond butter, etc.

We can make all these items at home and the recipes are readily available on following websites-sharanindia.org,peta.org,vegan.org, etc. Many videos for vegan recipes are available on YouTube.com

We also need to remember that Rennet (from calf stomach) is used in cheese. Animal fat is used in Ice Cream.

***Meatless Monday** is an international campaign that encourages people to not eat meat on Mondays to improve their health and the health of the planet. Meatless Monday is based in the United States, but meatless days (Monday in particular) are gaining popularity worldwide.*

*In India, we can observe '**Milk Less Monday**' to save our animals and also to improve our health. This can reduce milk consumption by 15% ( a day in a week).*

*We can certainly live without dairy products... one day in a week.*

### 3. Use of milk and Ghee in religious rituals... *does God like it?*

- *Animal sacrifice rituals in religious function-*

Years ago, in many places, animal sacrificing was prevalent in 'yagna-puja'-ritual for sacrifice, a part of the religious activities.

Even today, we are doing the same thing by using milk and sweets made from milk for Prasad/food at religious places. We are indirectly sacrificing lives of animals by using their milk.

- *We use milk and ghee in various religious rituals- is it pure and pious?*

Milk available today contains pus, antibiotics, and growth hormones. This milk cannot be considered a pure substance to be offered to God. We should use vegetable fat in our 'divas' or lights and soya milk in our religious rites.



Do we really think God will be happy to accept milk, ghee, and sweets, which give pain to animals? We need to re-evaluate our old customs and traditions in a changing world of dairy horror.

We need to make our holy places and religious rituals cruelty free

- *Why do we put a 'religious label' on all activities ?*

In India, we made 'vegetarianism' a religious subject and thereby

isolated other sections of society from animal compassion. We ignored the greatest 'human' religion and this has affected interests of animals.

Food for Life programme- by Hare Krishna ([www.ffl.org](http://www.ffl.org)) - The project started in 1974 and serve vegan food in over 60 countries. Volunteers serve more than 30,00,000 free plant-based meals daily from free food restaurants, mobile kitchens, to schools and to disaster areas. Food for Life is the largest food relief of its kind in the world, eclipsing even the United Nations World Food Programme. Isn't this a true 'humanity' religion ?

*In the entire world--in last so many centuries... No 'religious leader' did what Gandhiji could do to spread ahimsa concept. Frankly.. you need 'humanity'.. supreme religion ...to support animal compassion.*

#### 4. Chai pe charcha... use Green Tea (without milk)



In all parts of India, we drink tea several times a day. We use many litres of milk to make tea unlike other countries which do not use milk in tea. Actually, it is healthier to have black or green tea.

Green tea is considered as one of the world's healthiest drinks. Black tea is processed in a way that allows for fermentation whereas green tea processing avoids the fermentation process. As a result, green tea retains maximum amount of antioxidants and polyphenols that give green tea its many benefits.

To maximize the health benefits you get from tea, you will need to drink it without milk. Adding lemon appears to boost its antioxidant activity. Vitamin C makes the healthy compounds in green tea easier to absorb.

##### Top 10 health benefits of Green Tea-

1. Improves brain health
2. Lowers blood sugar levels
3. Reduces Cholesterol level
4. Promotes oral health
5. Helps maintain body weight
6. Supports skin health
7. Lowers blood pressure
8. Reduces the risk of cancer
9. Keeps bone strong
10. Fights against ageing

##### Precautions and risks before you drink 'Black Tea or Green Tea'

Those taking blood thinning medications (anticoagulant drugs) such as Coumadin/warfarin should drink green tea with caution due to its vitamin K content. You should not mix green tea and aspirin because they both prevent blood from clotting. Using the two together may increase your risk of bleeding. Green tea, if taken with stimulant drugs, could possibly increase blood pressure and heart rate. Remember that green tea, like other teas, contains some caffeine, which should be taken in limited quantity in pregnancy.

*While tea as a category has stopped growing, green tea is bucking the trend. Judging by the numbers, it could be the latest health-food craze of Indians.*

*Green tea category has been growing at around 60% year-on-year compared with black tea that is growing at around 2%. "It has become an aspirational drink for young urban Indians whose food habits are not under control- Times of India report- dt. July 28, 2014*

## 5. Animal cruelty-free products... *do we know these?*

It is a fact that revenue from leather and other body parts of animals constitutes a very high portion of income for meat industry. This has provided a huge boost to the meat industry.

- Millions of animals are killed to make available various products (which are not our basic necessity) like cosmetics, soaps, tooth pastes, biscuits, bakery products, jams, cheeses, chocolates, etc. These products contains animal ingredients like bone powder, gelatin, animal fat (mutton tallow),



eggs, calf rennet (part of stomach of calf), etc.



- Thousands of animals/birds are tortured by pharmaceutical companies for medicine testing. They also use animal ingredients in medicines.

- 1500 Silk moths (resham kida) are boiled alive & killed to produce just 100 gram of silk.

- Varakh used in Temple and for Sweets are made up of Calf skin.
- Too much pain is inflicted upon animals for Woollen, Fur, Hair brush, Paint brush, etc. Cruel techniques are being used to extract their hair which gives them immense pain and they very often die in this process.

- Elephants are treated very badly for Ivory and many a times elephants are killed for Ivory.

- Pearls are derived by killing fish.



*Eye Donation-Body Donation: Very few people think of donating their body or eyes after their death, but each and every body part of animals is forcefully donated even while they are alive.*

• Lac/shellac-In fact, meaning of word 'lac' is lac small being killed to get this 'lac' product which is used to make bangles/handi crafts, etc.

• Honey - Honey bees are killed to get honey.

• Bone china-cups, flower vase are made using animal bone ash.

• Use of plastics is a big threat to entire ecology system. Many animals consume plastics and suffer heavily from it.

We do have several cruelty free options available for all items mentioned above and that too without compromising on our joy and happiness. We just need to search for these cruelty free products and it is available.

*No need to stop using any item... just change the way..... it's good for all...*



In India, CBSE board has urged all affiliated schools to discourage the use of leather shoes.

The alternative, which the central board suggests, is canvas shoes.

"There is no dispute that leather comes at a huge environmental and animal welfare cost. The production of leather from animals involves highly toxic chemicals and usage of these can be reduced sizably if leather shoes are not made mandatory in schools," CBSE public relation officer, Rama Sharma, told Times of India.

**If, animal ingredients are used in almost all items we eat or use in our day to day life.... can we call ourselves...' Vegetarian' ?**

*We may not be able to build an animal shelter house on our own, but there is a mini-slaughter house in each home and this can be stopped.*

## 6. Ethical Investment.



*investing in  
stock market ...*

**Are we supporting businesses like meat, dairy, leather, poultry, cigarettes, hotel, pharmaceuticals, etc....**

In India, there are millions of vegetarian people who are investors in stock market.

As we all know, investors provide capital to listed companies and they are able to grow their businesses with the help of our capital.

We invest in lot many companies, but we do not take proper care to analyse activities being done by these companies.



There are many companies operating in dairy, liquor, meat, poultry farming, pharmaceuticals, cigarettes, hotel industry, etc. that directly/indirectly harm human beings or animals/birds. Our lack of knowledge and guidance leads us to support activities, which are not intended.

Fortunately, Beauty Without Cruelty (organisation helping to promote animal compassion) has prepared an Investment guide (You may download BWCInvestment Guide PDF file from <http://www.bwcindia.org>) which categorises companies based on their businesses. We should look at the list of companies mentioned in this guide before investing in equity market.

**There are plenty of companies doing ethical businesses and a good return can be availed of from investing in these companies and still be guilt free.**

*“Why should man expect his prayer for mercy to be heard by what is above him when he shows no mercy to what is under him?”*

**~ Pierre Troubetzkoy** (Russian-born American painter)



## 7. What else can we do for promoting animal compassion...

In India, our work for promoting animal compassion is mainly restricted to supporting 'animal shelter' activities, whereas world over, many institutions are working to promote animal compassion. They do lots of research on adverse impact of animal products on health and environment. We also need to see animal compassion in larger context and should try to increase scope of our activities.

☑ To educate people against use of milk, leather and meat products; let us publicise health and environmental impact of consuming too much animal products.

☑ We provide financial assistance to farmers who take care of animals for their entire life.

☑ We also develop more animal shelter houses and also specifically for old and disabled animals.

☑ We do not tag 'animal compassion' work as work for any particular religion. Let us keep this work solely for 'humanity' religion.

☑ There are so many institutions are working to promote animal compassion in India. We need to divert our donation flow to these organisations.

☑ World billionaires like Mr. Bill Gates (Microsoft), Mr. Li Ka-Shing (the richest person of Asia), Promoters of Yahoo and Paypal- all are investing their money in companies like Hempton Creek foods (a company which produces new tasty foods without using any animal ingredients) and Beyond Meat (a company which makes artificial meat). These billionaires are aware that these cruelty free companies are going to do very well in coming days. We also need to support such companies and also earn decent return on our investment.

☑ There are some scientists and NGOs trying to develop artificial meat in foreign countries. This task is huge in terms of time and money. They need financial support to sustain research work.

*"The worst sin towards our fellow creatures is not to hate them, but to be indifferent to them. That's the essence of inhumanity".*

- **George Bernard Shaw** (playwright, Noble Prize winner)

- There is one company, Muufri ([www.muufri.com](http://www.muufri.com)) which is trying to develop artificial milk in laboratory.
- Two Jain sisters in Ahmedabad (Gujarat) launched 'halal' cosmetics for Muslim women. These cosmetics do not contain any animal ingredients. Jain, Musalman and Animals-all these three words are together here. We can do more such things, if we try.
- Today, Government and big corporate houses are advertising to increase demand and consumption of eggs, milk and meat products. We also need to fight back with the same weapon. We need to promote lifestyles, which do not consume animal products.
- We should raise our voice against cruelty of the dairy industries and stop MNCs coming to India to set up dairy. They need to remember that we do not promote unethical practices in our country and we do not want to do any activities, which spoil our land, environment, health, and culture; and disfigure our identity and burdens our conscience.
- As we have seen earlier, there are many laws for animal protection but they are merely on paper and these laws are not implemented. We need to speak for animals.
- In India, peoples are raising their voice to stop killing of bovines (cow, buffalo, etc.). Our efforts should be to demand stopping killing of any animals or birds .

In February, 2014, Shri Narendra Modi, before he became Prime Minister of India, had alleged that there had been only one revolution happening and that is 'pink-meat revolution.'

It came as a shock when in July, 2014 , when Mr. Modi became the Prime Minister, he advocated doing 'blue revolution-development of fisheries. Fish is a sea animal and fish meat is meat.

Now since the people of India have elected BJP Government with a huge majority, then it becomes our responsibility to remind them .....to stop spreading meat culture, be it the white, pink, or blue revolution.

**Achche Din.. for Indian Citizen-** Will come only if all animals get the right to live and real welfare



## Let us not cheat ourselves...

There are many ways to live cruelty-free lifestyle, but very often, whenever we try to do some changes in our lives, we always try to find several 'reasons' to stick to the old habits/traditions.

Excuse	How do we cultivate our mind against wrong excuses
What difference would it make if we start consuming less milk.	<p>To start with- there may a little difference... but, it would save us from any guilt.</p> <p>Secondly, if we set an example, other people will follow.</p> <p><b><i>Good things always start with someone taking the first step.</i></b> <b><i>Just because everything cannot be done by a single person, it does not mean that nothing should be done.</i></b></p>
It is our culture-habit since many generations and it is difficult to discontinue it.	<p>Culture and habits change as need arises and that is the basis of civilisation.</p> <p>Non-vegetarian people also argue that they are doing it for centuries and it would be impossible to change their old ways. So, how do we respond to them?</p> <p><b>We need to try to change our habits and taste as now we are aware of the damage it has done and will do to other living beings.</b> <b>Need to change with times.</b></p>

*The thinking man must oppose all cruel customs no matter how deeply rooted in tradition and surrounded by a halo. When we have a choice, we must avoid bringing torment and injury into the life of another, even the lowliest creature; to do so is to renounce our manhood and shoulder a guilt which nothing justifies.*

**- Albert Schweitzer** (philosopher, physician,)

Excuse	How do we cultivate our mind against wrong excuses
<p>A lot of people are dependent on dairy industry and it will harm their livelihood if we reduce milk consumption.</p>	<p>This argument holds good for so many other activities too which are detrimental to society or for other living beings. Eventually, as water finds its own level, things can be worked out. People could turn to other businesses.</p> <p><b>Any economic activity/business can sustain in the long run only if it does good for all living beings.</b></p>
<p>If everyone stops consuming milk at the same time.... what will happen to all animals... they will immediately go to slaughterhouse</p>	<p>It took decades to spoil our habit of increasing milk consumption to abnormal levels... there can't be an overnight change in habits of all people even if we wish and pray..</p> <p>Secondly, it's not a request to stop animal breeding.... it needs to be done... we just need to do it in a natural and limited manner... so it does not harm animals and they are not treated as machines.</p> <p>Whenever any activity crosses its natural limits and the rules of nature, the results are always disastrous. <b>Nature's fury...</b> will sink all living beings... not just animals.</p>



*Could you look in the eyes of an animal and say to it, 'My appetite is more important than your suffering?'*

~ **Moby** (American Singer, Musician)

## If animals could speak....

*...hey ...Vegetarian people...*

*you may be able to understand it better... you are not consuming meat, but your increasing milk consumption habit is taking us to slaughterhouses.*

Earlier, we used to serve you for our entire life and you were taking care of us until our natural deaths. We are still doing our work, but you have ignored your duty.

Now, you are calculating everything in terms of Profits and Losses as you have started becoming more and more civilised. You might have achieved economic progress, but have you achieved real happiness?

Is India so poor and needs foreign exchange by exporting our meat, leather and blood ?

You have increased milk consumption to improve your health, but you have spoiled the quality of our milk by forcibly giving us drugs and injections.

Your calculative mind also started mixing milk with so many dangerous substances and it further adulterated the milk. Many new serious diseases have engulfed mankind.

You human beings are very well aware that purity of mother's milk depends on quality of food intake of the mother. This rule applies for our milk too. The quality of milk is also affected by the 'mental status' of the mother. Our newborn calves are separated from us because you need more milk. What will be the quality of milk obtained by inflicting pain and suffering to us? Please.. think over it.

Whatever is happening.. it's not good for us or for yourself.. we hope that you will be able to understand our feelings and accept the truth.

*Colour of our blood is the same as yours.... we feel pain and shed tears too... we too have feelings for love...*

*Just as we have organs in our body as you have, we too have a 'soul'... ..in short...we too are creations of God."*

*"Life is life - whether in a cat, or dog or man. There is no difference there between a cat or a man. The idea of difference is a human conception for man's own advantage".*

*~ Sri Aurobindo*

## To conclude

Our increasing demand for milk is resulting in breeding of millions of animals. Maximum milk is extracted from the shortest possible time and this reduces life of animals. Skin of living animals is used to make our shoes, belts, jackets, purses, etc. Many of the items of our daily usage and some food items contain animal ingredients.

All this leads to killing of animals and provide economic support to meat industry.

**A request for reduction in milk consumption and stopping usage of leather products is made based on two main principles of humanity.**

☐ **Principle of co-existence:** which state that ‘welfare of any living being is dependent on welfare of other living beings.’ You cannot attain peace and prosperity by doing any harm to any other living being.

☐ **Principle of minimal harm:** Whenever we find ourselves in a situation where all the options at hand result in some harm to those who are innocent, we must choose the option that will result in the least harm.

*May all beings everywhere  
plagued with sufferings of body and mind  
quickly be freed from their pain.*



*May those frightened cease to be afraid,  
and may those bound be free.  
May the powerless find power,  
and may people befriend all life.*

**True path of Ahimsa... from Vegetarian to Vegan lifestyle..**

## Do we ever think...

### Why should we do something which harms animals?

- If we have other better alternate healthy food options given by God
- If it hurts our health
- If it hurts our environment
- If it hurts our sensitivity
- If it puts doubts on our being a 'civilised' society
- If all religions ask us to have compassion for all living beings
- If it raises a question on Humanity

Many a times, most of the problems arise because of our attitude of 'let it be. "Chalne do" as said in Hindi..

We do not want to think. If we think, then we might have to find newer and better ways. We will have to change our lifestyles and that is what we fear. We fear change, but we forget that the greatest gift of God to mankind is 'a powerful mind to think'...

We need to think.....

Now on... what will be our food and lifestyle which helps us in removing the question mark (?) after the word 'Vegetarian' ....  
and we should say with pride and with kind heart-

**"We Vegetarian People"... no question mark please.**

animal cruelty

# Vicious Circle

