

First Year Annual Report 2004/5 - for more information please see www.animalnepal.org



U 2004-5

animalNEPAL



“Helping all Beings in the Kingdom”



U 2004-5



animaINEPAL is a registered Pvt. Ltd in Kathmandu Nepal that supports all Animal-welfare NGOs in the Kingdom.



"He who is cruel to animals becomes hard also in his dealings with men. We can judge the heart of a man by his treatment of animals."

- Immanuel Kant, Philosopher

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

- Gandhi, Humanitarian

The question is not, Can they reason? nor Can they talk? but, Can they suffer?

- Jeremy Bentham, Attorney

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2004/5 ANNUAL REPORT





The Board (top left to bottom right) Roselle Prisno, Maria Rai, Jessy Rai, Lucia DeVries, Jiggy Gaton

A Message from the Board of Directors...

All of the board members of animalNEPAL first wish to thank all supporters during our inaugural year, a year that has shaped our organization, and helped us explore our possibilities as an “all-being” welfare group - a group that not only has a noble cause, but has the noble goal of trying something new within the world’s development community: to be self-sufficient and sustaining, yet at the same time engaging the business community and the local community, uniting them in an effort to end suffering of those less fortunate, irregardless of how many legs they have.

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Open your eyes / Time will never forgive you / To live only for yourself / Certainly won't do / Tread the path new and

different / Leading to happiness for all / Let's bring about change / So come, let's sing together, the song of love.

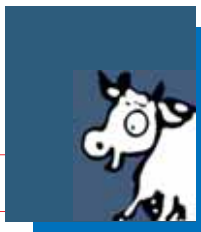
– Lyrics from *Aau Mili Gau*, an animalNepal project in 2004



Sounds like a mouthful, we know, but our organization’s aim is simple. To explore new ways to fulfill the simple aspiration of humans and animals alike. To be happy. To be fed. To be free from suffering. To enjoy life and to live to our full potential, whether that be a villager working the fields growing food or an ox helping that farmer plow the field for the village. None of us deserves to be beaten or abused during our short stay on mother earth. We are all here to help each other, and that’s where animalNepal’s overall vision comes from, to be a working organization in Nepal “helping all beings in the Kingdom.” Thru commerce, thru education and activism, thru music– thru what ever it takes.

—Jiggy Gaton, Chair

THE YEAR IN REVIEW



2004 - The Year of the Monkey

In the first year of its existence animalNEPAL focused on three areas: Working with Youth, Supporting Pet Owners and Animal Welfare Campaigning. The overall objectives of animalNEPAL were formulated as:

- To establish a well-functioning animal health, food and wellbeing industry
- To conduct animal welfare education and campaigning
- To initiate stray animal community care programmes

WORKING WITH YOUTH - 2004 was the year of Rock & Bark, a novel music project including some twenty well-known Nepalese artists on album and in concert. The concept originated in June 2003, when the animalNEPAL team decided the international language of youth today is not English, but music. If we want real change in society we will have to start with youth. Sanzip Rai was asked to compose a song in the league of We Are The World, to be sung by the crème of Nepal's music scene. Thus, Aau Milli Gau (a beautiful song with a strong animal welfare and peace message) was born.

The gods must have liked the tune because the animalNEPAL team soon met the owners of studio Acoustica, who offered free recording time in their newly established place, as well as SAV, a distribution company interested in taking up the project. The recording of Aau Milli Gau started on February 4. Senior artist/actor Vijay Lama took the lead and soon a beautiful duet between him and Willow Lama, a Nepal-based US musician, was created. A long list of musicians would follow including Sunil Bardewa, Anil Singh, Raman Shrestha, PP, the Heartbreakers, and more. 22 Artists in all.

In the meantime, producer Jessy Rai together with Lucia de Vries approached popular bands to donate a song to the album. Full Circle, 1974AD, Shubu, Vijay Lama and Willow offered some of their most beautiful songs, while a number of young upcoming artists went off to produce a song specially for the Rock & Bark project. While Sanzip Rai worked on the mixing, Jigme Gatton designed the cover, featuring a cartoon band called The Animals.

The album was released on May 14, in Moksh, Patan. It was a great celebration for the animalNEPAL team, as well as the countless artists and volunteers who were a part of the project. The first album was handed over by Maria Rai to junior singers Akancha and Rosnita.

The concert was followed by a number of newspaper write ups and FM radio interviews. A request came to repeat the concert in Thamel, but because of a deterioration of the political situation this was called off. A rock video has hence been produced and is now being distributed to various TV stations, with Rock & Bark II slated for 2005/2006.

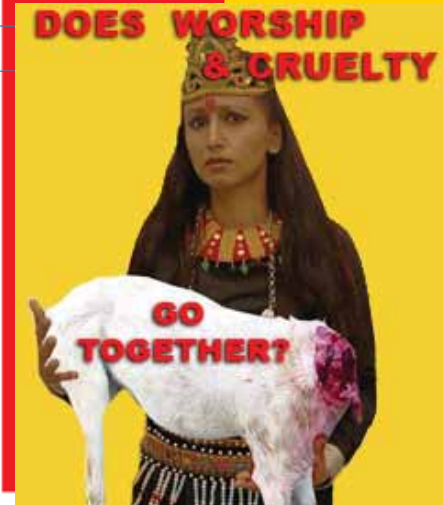
SUPPORTING PET OWNERS - Although the number of caring pet owners in Nepal is on the increase, generally pets are only valued to scare away thieves or as a status symbol. The main problems are: lack of knowledge, lack of professionalism among vets and kennel clubs, hesitation to spend money on animals, and abandonment when the pet becomes sick or pregnant. animalNEPAL's first activity in supporting pet owners was to train professional dog trainers who will not only teach obedience to the pet, but also provide much needed information to pet owners. Elke Meyer, senior dog trainer from Australia, arrived late October with a suitcase full of teaching aids. An advertisement in local newspapers led to a great number of applications, some of which had to be rejected. Preference was given to unemployed youth who own one or more well-kept dogs. The Director General of the Department of Livestock Services offered his kind support, and provided animalNEPAL with a wonderful centrally located training facility at the National Veterinary Hospital in Tripureshwar. The week long training started on November 1, with twelve participants and their dogs. With the support of the hospital staff and a number of vet teachers, Elke Meyer provided a comprehensive training

package which included pack structure, the use of voice control and praise versus threats and treats, different kinds of aggression and how to deal with them, relationships between owners and dogs and how to improve them and discussions of case studies provided by the participants from their own experiences. The exam took place on November 10, when nine out of twelve participants received a certificate of Certified Obedience Trainer. Posturing led to number of inquiries about animalNEPAL's public and private obedience trainings, and soon a number of newly trained trainers went off on their new job. The majority of trainers continue to participate in public trainings, held at 1905 each Saturday. The dog trainings have become a great vehicle for disseminating information about pet care. The participants can buy books on dog care at a strongly reduced rate, and receive tips on basic health care and feeding.

ANIMAL WELFARE CAMPAIGNING - animalNEPAL's campaigns, apart from fighting for certain objectives, promote participation of Nepal's civil society and media in animal welfare. Whenever possible, animalNEPAL works closely with His Majesty's Government, aiming at promoting improved legislation and governance at every level. In 2004, animalNEPAL, in cooperation with other national welfare organizations, continued its three campaigns: Animal Welfare Legislation for Nepal, aiming at introducing animal welfare legislation by the end of 2004. Unfortunately this goal was not met. Although the Department of Livestock Services with the help of sample legislation provided by AN team, drafted a national animal welfare law, the legislation was not passed. One of the reasons for the delay is the deterioration of the political situation. Another is a lack of coordination among the different stakeholders. animalNEPAL focused on disseminating information about the Mear Act, which regulates the transport, slaughter and sale of meat. The highlight of the year was a visit to Nepal's first automatic slaughterhouse where buffaloes are slaughtered humanely. The team met with the Director and a number of board members, was informed about the many technical and marketing-related problems the company faces, and agreed to promote the use of cruelty free meat. Much work is left to be done as Nepal continues to live without proper animal welfare legislation and implementation of existing law is troubled by many set backs.

The Monkey Business campaign originated in May 2003 when animal welfare activists realized an illegal research was being carried out on the stray monkeys of Swayambhu. US professionals from the University of Washington and New Mexico. It was soon learned that the research was part of an alliance between the Washington National Primate Center, an institute involved in 'biomedical' primate research, and the Nepal Natural History Society, an NGO led by primate expert Dr Mukesh Chalise. The team intended to set up a primate center in Kathmandu to export the second generation of captive monkeys to the US institute. Activists in Nepal, supported by the International League for Primate Protection, started a campaign, consisting out of media write ups and a signature campaign. animalNEPAL and other organizations were greatly disappointed when in November 2003 it learned that the government gave the green light for primate export by passing a Wildlife Act, allowing private institutions to breed and sell certain species of animals. The campaign intensified and on February 13, 2004, animalNEPAL was ready to hand over more than 450 signatures to stop the breeding and export of Nepalese sacred monkeys to Dr Prasad Wagle, Chief Planning, Ministry of Forestry and Soil Conservation. Unfortunately the official refused to accept the signatures, despite the fact that a TV crew team was present. The signatures were left behind for the Minister and Director General. There has been no official reply till today. The Nepalese media focused on the monkey campaign almost daily. Most journalists did not hesitate to speak out against the proposed project. The animalNEPAL team was busy providing statements, background information and photographs to the press. The campaign continues. A small committee consisting out of wildlife journalists and a specialist has been formed and is working on a campaign report and tries to obtain detailed information about the breeding project. A in Nepali language brochure has been produced to create awareness among inhabitants of areas where monkeys might be obtained.

The Worship Without Cruelty (WWC) campaign originated in 2002, under the umbrella of the Society for the Prevention of Cruelty Nepal. The campaign aims at raising awareness regarding cruelty to animals conducted in the name of culture. The campaign focuses on Gadimai, Sasarimaiko and Khokana festivals. SPKAN developed an advertisement in which the goddess Kali, holding a goat with a severed head, asks the viewer: 'Can Worship and Cruelty go together?' The campaign includes a letter writing campaign and video presentations in schools. animalNEPAL, after its establishment, took over the lead. A survey was carried out during Dasain festival 2004, establishing who sacrifices and why. It was learned that junior members of joint families usually do not feel comfortable killing animals but are forced by their senior relatives. As a young business man declared: "My grandmother sends me to buy a goat; am I supposed to deny her wishes?"



The Worship without Cruelty campaign continues to focus on certain cruel practices, especially those in Bara and Khokana.

animalNEPAL was unable to prevent the 2004 Gadimai festival where over 100,000 animals were sacrificed. According to local activists, the festival has become a purely commercial event, with high-level officials closely involved.

A forum of over twenty civil society organisations have been formed to oppose these cruelties.

Won't you too?

Animals and People

How Helping One, Helps the Other

2nd Place Winner
Holland BiD
Challenge 2005



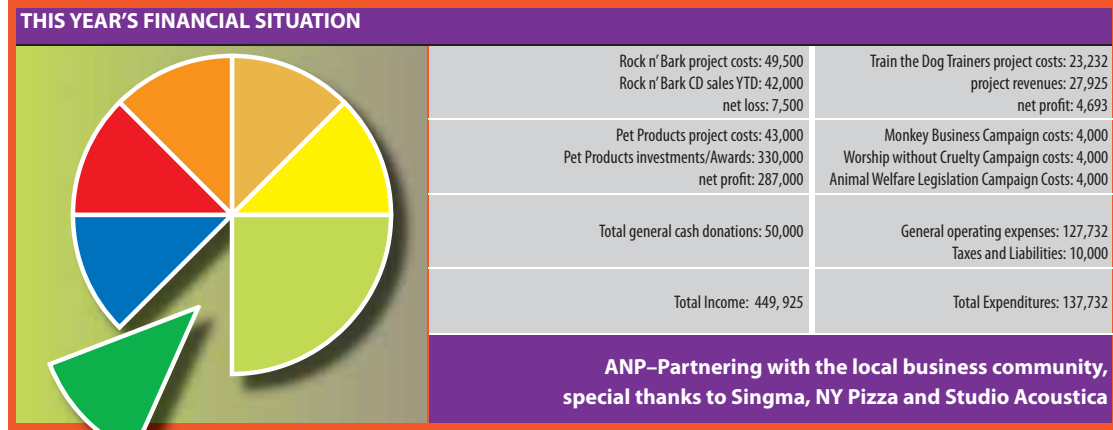
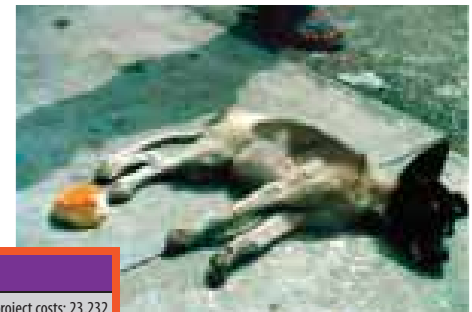
animalNEPAL's *Newest Initiative...*

Late in 2004, the animalNEPAL team conceived an all new funding idea and the Pet Products for Poverty Reduction Business Plan was written. Work began on this plan to product pet products for import and local consumption, while at the same time helping impoverished but skilled handicraft workers from some of the most disadvantaged groups in Nepal. The plan went on to later win an international Business-In-Development (BiD) challenge. Chair Jiggy Gaton and Secretary Lucia DeVrie traveled to Holland to accept the award from members of the jury that included the CEO of Rabo Bank and the Dutch Minister of Development Cooperation. With the Award money and continued support from Fair Ventures Inc. of Amsterdam, animalNEPAL enters a product design phase that will feature collars, leashes, and pet beds. Also planned is a pet clothes line designed by animalNEPAL's very own fashion designer Roselle Priso. Roselle is a founding member of the organization and brings her experience in commerce and trade to the project. Her factory in Thamel already produces cutting edge clothing lines made from Nepali fabrics so animalNEPAL unique line will be a welcome addition. Other community business leaders are also involved in this project and in addition to producing jobs for locals, the supply of low-cost pet products with animalNEPAL literature on proper care and use, will have a positive impact on the growing pet-ownership community of Kathmandu and beyond. Profits from the products will be used to fund our secondary-level educational programs, and to also support local animal-welfare NGOs. Interested Investors are welcome to inquire about this exciting new way of doing business, where helping one, helps the other. Chair Jiggy was also invited speak at the to the Asia for Animals Conference in held in Singapore. The presentation was on the Pet Products for Poverty Reduction Business Plan and was met with a warm ovation as well as a standing ovation for the Aau Milli Gau video (now with English sub-titles). In addition to a great sharing of information and networking, the conference materials and contacts made is a vast resource for animalNEPAL.



Business & Sense

Money is always an issue in the business of development but animalNEPAL has not shied from the challenge. Our most successful fund raiser to date is the sales of Rock n' Bark, which continues to sell in the Nepali marketplace here and abroad. In addition to revenues, we have kept our costs low thru volunteerism and no capital expenditures in 2004/5. The Prize money won from our award-winning business plan is a boost, and we are planning a proper office and retail outlet in 2005/6. In addition to what's in the financial numbers is 10,000 euros worth of services from Fair Ventures Inc.



* All numbers are in Nepali Rupees (nrs).

Just a few of our generous sponsors and business partners:



Our philosophy at animalNEPAL is to continue to work with, help and encourage local businesses and professionals to do thier share towards annal welform reform in Nepal. We thank those that have been generous over the past year, and encourage other business owners to partner with us in our efforts to make Nepal a better place for animals and humans alike.

But we don't have all to try new things in Businesses or NGOs to contact the Board

"Better welfare means better business for all."

the answers, and continue order to achieve our goals. with ideas are encouraged to discuss.

Aau Mili Gau - Joint Animal Song
Performed by:
 Nabin K. Bhattarai, Willow Lama,
 Raman S. Shrestha,
 Sanjeep Pradhan, Raju Lama,
 Visan Yonjan, Karma Rumba,
 Jessy Rai, Sugam Pokharel,
 Susanna, Anil Singh, BJ Grg, Shubu,
 Vijay Lama, Ram Shrestha, PP,
 Anil & Sunil Tuladhar
Lyrics & Composition: PP
Music: Sanzlp Rai



From the Making of Rock n' Bark—thanks to all those who made it possible!

animaINEPAL



animaINEPAL is a registered Pvt. Ltd company located in Kathmandu Nepal.

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www.animalnepal.org

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