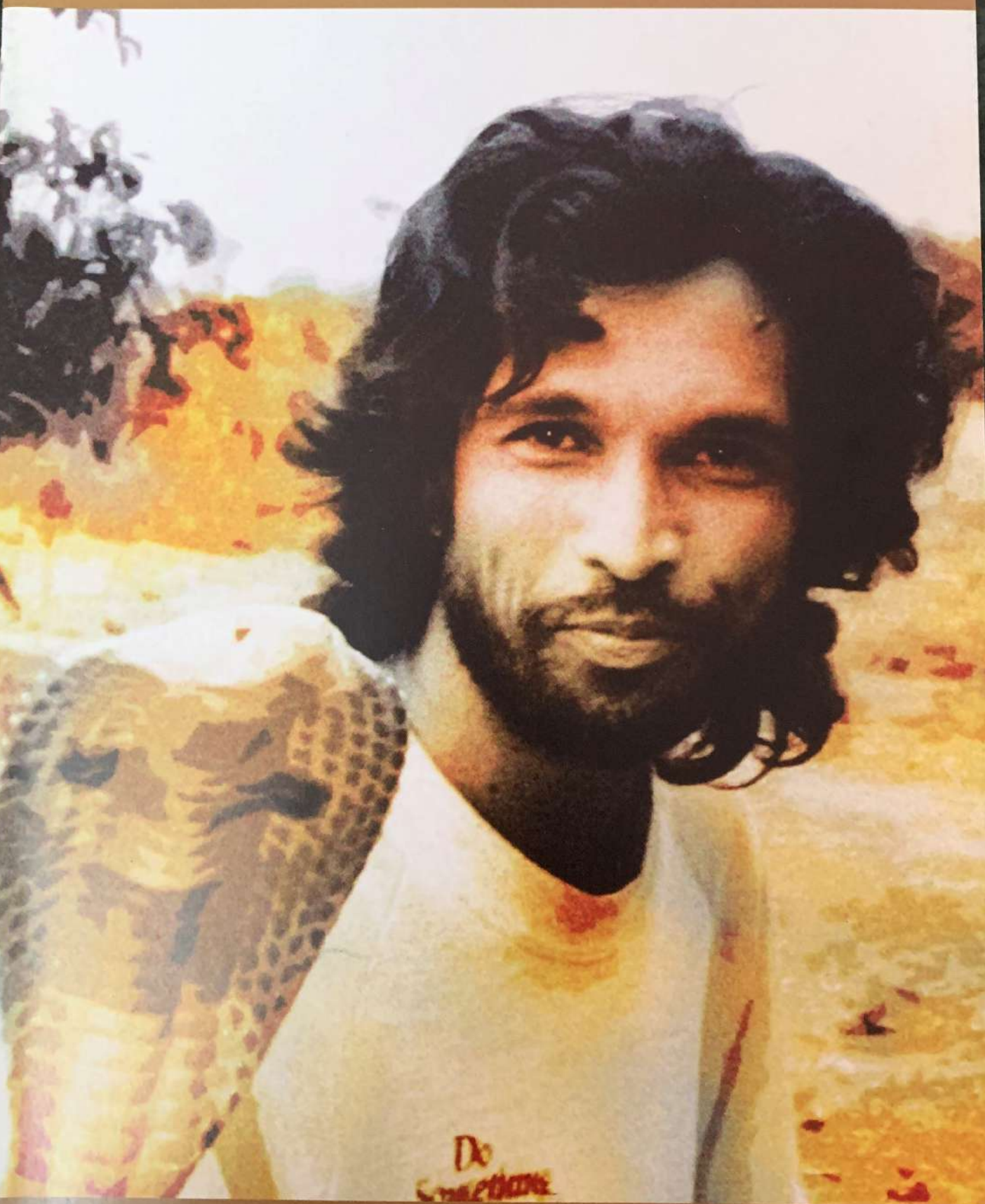




BLUE CROSS OF HYDERABAD

PREVENTING CRUELTY & SUFFERING FOR ANIMALS



19TH ANNUAL REPORT (2010 – 2011)

HOW YOU CAN SUPPORT BLUE CROSS

Make an annual donation • Adopt a homeless animal • Sponsor a day's feeding
• Become a member • Leave a legacy • Volunteer your time

All Donations are entitled to 80G exemption of Income Tax Act



MEMBERSHIP DETAILS ₹

Associate Annual -----	1,500
Associate Life -----	10,000
Young Friends -----	200
Associate Corporate -----	50,000

To report an animal in distress please call Blue Cross Rescue Service

Tel: 32989858, 23545523, 23544355

Working hours: 9 am to 5 pm, after that call for emergencies only

DO YOU HAVE A COMPLAINT ?

If you don't get a response to your rescue call within one hour there could be a genuine reason.

Please send the animal to our shelter in an auto, the fare will be reimbursed.

Alternatively, you will be attended to by our relay rescue volunteers.

Other complaints may be addressed to the Hon. Secretary, Blue Cross of Hyderabad.

Email: bluecrosshyd@gmail.com, info@bluecrosshyd.in



BLUE CROSS OF HYDERABAD

403/9, Road No.35, Jubilee Hills, Hyderabad - 500 033. INDIA.

Tel : 91-40-32989858, 23545523, 23544355 website: www.bluecrosshyd.in



BLUE CROSS OF HYDERABAD

Registered Society recognised by the Animal Welfare Board of India

FOUNDERS: NAGARJUNA & AMALA AKKINENI

OFFICE BEARERS

VIKRAM POLAVARAPU
Honorary President

AMITA TALWAR
Honorary Secretary

APARNA RAO
Honorary Treasurer



Committee Members



Staff, Dr. Pushkin, Mrs. Kumari and Shelter Directors

HONORARY MONITORING COMMITTEE

Heera Rupani, Hon. Vice President

Meitim Connolly, Animal Welfare Counsellor

Y. Padmaja, Pavani Reddy, Shelter Directors

Amala Akkineni, Humane Education, ABC / AR, Equine Welfare

Mr. Subba Rao, Accounts

Amita Talwar, Web Master

Others: Murali Krishna, Prasad Kalidindi, Manpreet Nishtar, Sriram Vepuri, Eva Dua

ADVISORY MEMBERS

Prevention of cruelty to Animals : Vasanthi, Krishna Vadi & Swamy SB Das

Veterinary Advisors: Dr. Lakshmi Ramana & Dr. Ramana Rao

Animal Welfare: Dr. Chinny Krishna

Architecture & Construction: Mr. Shankar Narayan

Financial Advisors: Mr. Sastry, Mr. A.V. Ramana Reddy

Legal Counsel: Mr. & Mrs. Sarathy



OUR GUIDING PRINCIPLE

"We believe that all animals are sentient beings. And whether they are used in the production of food, science, entertainment, for transportation, stray, homeless or wild; they deserve freedom from cruelty."

SERVICES

1. Ambulance and rescue service for animals in need.
2. Shelter for sick, injured and abused animals.
3. Community Sponsored Veterinary clinic for pet and community animals and veterinary camps.
4. Welfare efforts for working equines in the districts through mobile teams in partnership with the Brooke Hospital for Animals – India
5. Prevention of cruelty to animals.
6. Adoption of homeless animals in partnership with 'Pedigree'.
7. Animals Birth Control & Anti-Rabies effort (ABC-AR) to reduce homeless dogs in partnership with AWBI and GHMC.
8. Humane education and environmental education.
9. Animal protection and relief work during natural calamities.

FUNCTIONING OF THE ORGANIZATION

- 🐾 All services are conducted by salaried staff
- 🐾 Services are monitored by an Honorary Monitoring Committee
- 🐾 Day to day activities are monitored by the Shelter Directors, Founder
- 🐾 We have an Honorary Advisory Committee
- 🐾 Committee meetings are held during the first week of every month
- 🐾 The annual audit is conducted every year
- 🐾 The annual report is published every year and circulated to members
- 🐾 The Annual General Meeting is conducted every year by the month of August
- 🐾 All funds come from donations, grants and sponsorships that are entitled to 80G Tax Exemption.

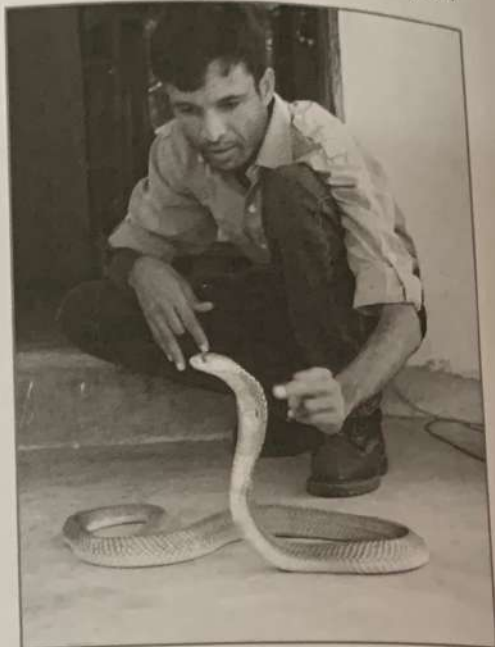
FOUNDER'S LETTER



Dear Members and Friends,

Blue Cross has lived up to its motto of helping as many animals as possible this year too. We managed to help 25,698 animals in the year gone by. Since its inception in 1993, we have, on record helped 3,70,000 animals and counting.

We could not have done it were it not for the amazing people who come forward to help make a change to the lives of these animals. I congratulate each one of our doctors, staff volunteers, supporters, our generous donors, my mother and all of you for your wonderful efforts this last year.



On a sad note, our family of animal helpers lost an important member. Rajkumar Kanuri passed away and it is a great loss for us, his family, friends and the animals and reptiles he looked after so well. This issue is dedicated to Raju's memory, his life's service for the rescue and rehabilitation of snakes and his amazing work in building awareness and understanding towards them. Truly a life to remember, celebrate and salute.

To conclude, Blue Cross of Hyderabad continues to grow, exploring new areas of interest, drawing new animal helpers, expertise, communities, people and animals into its fold of compassion and support. Do go through the following pages to find out more about our achievements and the things we have learnt that we have shared with you in this report.

With best wishes from Nagarjuna, our office bearer Vikram, Amita, Aparna and all of us at Blue Cross.

Amala Akkineni

BLUE CROSS OF HYDERABAD – ACTIVITY REPORT (2010-2011)

S. No.	Type of Animals	Rescues	Treatment at Pet Clinic No. of cases	Adoptions	Animal Birth Control Operation & ARV		Vaccination Camps	(In Partnership with Brooke India) Mobile Equine Welfare Kurnool & Sagroli Dist.
					Male	Female		
1.	Cats & Kittens	980	168	138	177	334	—	—
2.	Puppies	1403	824	358	—	—	92	—
3.	Adult dogs	5765	1525	41	1243	2963	4147	—
4.	Pigs	3	2	—	—	—	—	—
5.	Goats	1	—	—	—	—	—	—
6.	Rabbits	49	37	45	—	—	80	—
7.	Guinea Pigs	2	—	—	—	—	78	—
8.	Poultry	7	6	—	—	—	—	—
9.	Cattle	20	2	5	—	—	—	—
10.	Equine	6	41	24	—	—	38	—
11.	Ducks / Geese	3	1	—	—	—	35	5162
	Total	8239	2606	614	1420	3297	4470	5162
WILD LIFE		Rescues	Wildlife Rehabilitated	<p>Total ABC Operated Dogs – 4,206 Total number of animals helped: 25,698</p>				
12.	Birds: Pigeons, Doves	337	215					
13.	Bats	4	2					
14.	Crane	1	1					
15.	Kites	17	12					
16.	Koels	2	2					
17.	Bonnet Macaques	19	16					
18.	Owls	5	4					
19.	Parrots	3	2					
20.	Peacocks	5	2					
21.	Fox	1	1					
22.	Squirrels	5	5					
23.	Snakes	2	2					
	Total	401	264					

AMBULANCE AND RESCUE SERVICE



With your help and the timely phone calls of hundreds of compassionate callers; 8239 animals were rescued from the streets. They were road accident victims, injured, sick with infectious diseases, abandoned, neglected or abused. The rescue service is a pillar of what Blue Cross stands

for: "That no animal domestic or wild, needs to lie dying on the streets of our city when we can help it." A very heartening feature is the increase in the number of dedicated and committed field volunteers. Many youngsters with educational accomplishments and bright careers, have been evincing keen interest and dedication to our mission – Drums Ramesh, Priyanka, Abhinay, Vinay, Nita, Narender, Teja, Pradeep, Amar, Page and others.



Pradeep Nair and Amar take disabled dogs and pups to their homes, giving them shelter, treatment and cure. Amrutha who provides foster care to orphaned pups and kittens needs a special mention of appreciation. The Field Staff – Para-vets cum Rescue van Drivers Krishna and Srinivas, conducted excellent field work for the rescue service.

We thank every concerned individual who notices, calls, rescues or brings in injured animals to receive timely veterinary help. To volunteer please visit our website: www.bluecrosshyd.in



ANIMAL BIRTH CONTROL AND ANTI RABIES VACCINATION PROGRAM



In partnership with GHMC and AWBI



Animal Birth Control and Anti-Rabies Vaccinations Programme

Garbage breeds stray animals. One breeding pair of community dogs gives raise to 2000 in their lifetime. A pair of dogs sterilized ensures 2000 less dogs on the streets in the future, controlling stray animal populations the humane way.

We were able to sterilize 4206 street dogs last year. This effort is a partnership between Animal Welfare Board of India (AWBI), Greater Hyderabad Municipal Corporation (GHMC) and Blue Cross of Hyderabad (BCH). Allotted West and Central Zones of GHMC to work in, BCH collects dogs from Circles 10, 11, 12, 13 and 14 of the city with the help of GHMC. A detailed survey revealed huge numbers of un-operated dogs in these areas and called for a female centric approach to control the dog population.

Our limited facilities allow us to operate on 500 dogs per month. We seek to increase this facility to 1000 dogs per month in the future.

Rabies Control is another important feature of this programme. Anti-Rabies vaccination camps were held in the city vaccinating over 4500 dogs in addition to the earlier number. Seven confirmed rabies cases in pet dogs were received and quarantined and all regulatory procedures were followed.

For more information on rabies prevention and the ABC Programme visit our website www.bluecrosshyd.in



COMMUNITY SPONSORED VETERINARY CLINIC



Our community sponsored clinic works from 10 am to 1 pm, Tuesday through Sunday (closed on Mondays). Thanks to kind and generous pet owners who support this service, we were able to extend care to 2565 animals. From varying backgrounds and economic status, a few pet owners stand as shining examples for animal welfare while a large majority are still negligent when it comes to timely vaccination, grooming and veterinary care. Counselling and awareness drives are part of the clinic support system to encourage adoption of shelter animals and improve the welfare of animals in general.

This puppy was brought by its owners with severe dog bite injuries to the abdomen. After repeated expenses at a private veterinary clinic with no results, they came for treatment to the Blue Cross community sponsored clinic. Dr. Puskin performed timely life saving surgery and the puppy recovered within a week.



Here are the happy owners with their puppy after recovery.



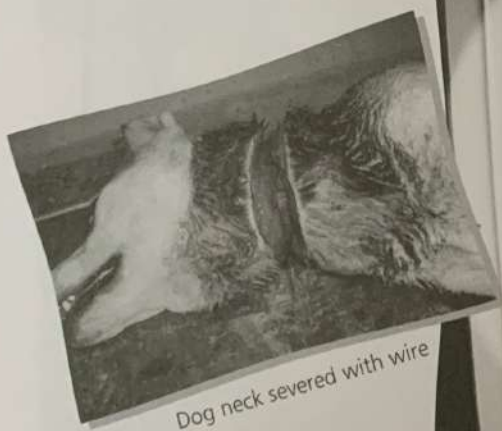


PREVENTION OF CRUELTY



Blue Cross investigates incidents of cruelty to animals, taking action where needed to relieve the animal from suffering. Thanks to timely calls from compassionate callers:

- We rescued and treated 602 hit and run road accident cases.
- Counselling owners who neglected their animals: Late treatment, no vaccines for 36 dogs of which 13 dogs died.
- Seventy nine 9 cases of mange and dermatitis found as the result of poor nutrition and lack of grooming on part of the owners. Grooming was provided at Blue Cross.
- Eighteen pet dogs were bitten badly by dogs in the streets, having been left to roam free by their owners. 15 homeless pups were bitten by pet dogs roaming free on the streets.
- Summer heat stroke killed 20 animals left tied in the sun.
- 16 sick pets were abandoned without information at the shelter premises and 33 pedigreed dogs were found, old and abandoned on the streets by their owners, along with some very sick cattle.
- People For Animals – Hyderabad, partner with us on inspections and follow-up counselling for pet owners who fail to give proper care to their pets.



Dog neck severed with wire



Dog on recovery

Prevent cruelty: e-mail or call us
040-32989858, 23545523 www.bluecrosshyd.in



ADOPTION OF HOMELESS ANIMALS

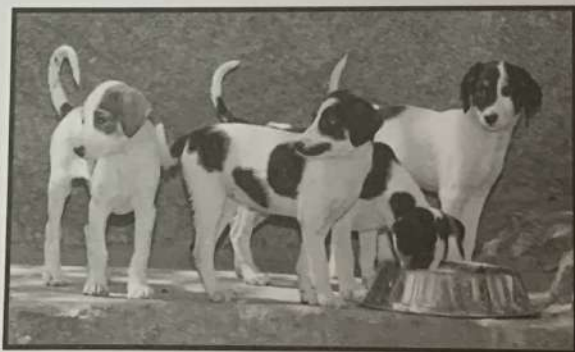


In partnership with Pedigree

We dream that if every Indian adopted a homeless animal, there would be no homeless animals left on the street. This year, 614 wonderful people, adopted homeless animals from our shelter. Thanks to their compassionate action these animals have moved off the streets into caring homes.

To further promote these efforts MARS (Pedigree) came forward to partner with Blue Cross to promote the adoption of homeless animals and responsible ownership. A beautiful owner's kit was prepared and distributed to adopting owners, containing a booklet on dog care, 200 grams of puppy food and a toy. Together we prepared a new educational slide show and trained volunteers from Blue Cross, GE and Deloitte to give presentations at schools on animal behaviour and welfare. The response from children and teachers has been tremendous, empowering them to relate to animals in a more informed and compassionate way. The volunteers have also enjoyed this interaction.

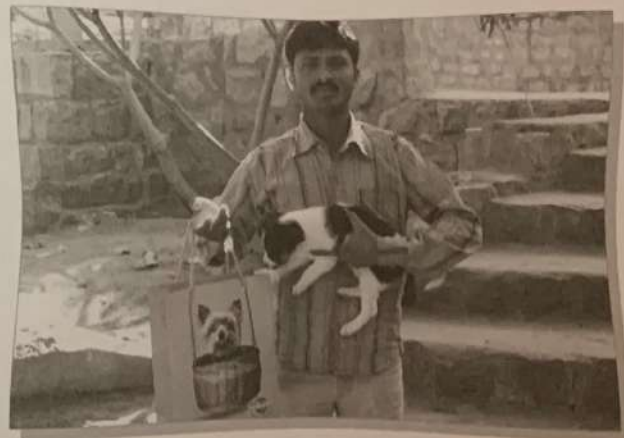
Besides pet animals, 24 buffalo cart drivers from Kurnool came forward to adopt 24 buffalo bull calves of two years of age, to train and utilize their services to drive their carts, ensuring a productive and supported life for the animals.



Lyka travels from the streets of Hyderabad to the Swiss Alps.



HAPPY ADOPTERS WITH THEIR PUPPIES





ANIMAL SHELTER @ ROAD NO. 35, JUBILEE HILLS



Report by Shelter Director, Padmaja Yeddanapudi

Our neighbourhood has become very busy and expensive and there is lots of action around us. Our trees have grown and give plenty of shade and our borewell still functions. This report is to thank all the wonderful animal loving patrons and volunteers who help us carry the joyous burden of running an animal shelter.

The year 2010-11, has been quite eventful. One positive feature is the increase in the overall synergy or team energy in our attempts to achieve our mission. We have had regular team building efforts through the HR expertise of Mr. Ponnaganti Varaprasad and his colleagues, who come regularly and work pro bono with our staff to enhance their team work and productivity.

Thanks to generous donations from our patrons and members, the following new facilities have been added during this year alongwith others.

- 1) A new well-equipped bathing area for pups and dogs.
- 2) Equipment for our community sponsored clinic and surgery.
- 3) Runs for Puppies: Meticulous sanitation, regular exercise, feeding schedules and quarantine efforts, supported by Pedigree (MARS) and volunteers, alongwith enclosed runs for adoption of puppies has ensured healthy puppies for adoption.

I specially thank all our animal loving supporters for their donations, encouragement and positive support.



PARTICIPATORY EQUINE WELFARE IN THE DISTRICTS



**In partnership with Brooke Hospital
for Animals - India**



This partnership programme with Brooke Hospital for Animals – India and Blue Cross of Hyderabad runs Mobile Equine Welfare Units with teams working tirelessly, for the past decade, in remote areas where economically challenged communities depend on their working equines. Providing quality

veterinary care, farriery training, first aid and welfare awareness measures, we encourage owners to take better care of their animals. Combatting weather extremes and bad roads, the Mobile Equine Welfare Units reach interior villages that lack infrastructure and facilities, with the commitment to ensure a better existence for working equines, their owners and families through animal welfare.

The Kurnool team worked with 664 equine owners and treated 1991 working equines—mostly donkeys. The equine welfare team comprises of Dr. Chetan Yadav, Mr. Raffi, Mr. M. Basha, Mr. Heera Singh, Mr. Wahed and Mr. Prem Kumar.

The Sagroli team deals with 221 equine owners with 1800 working equines mostly donkeys. The team comprises of Dr. S.V. Sonule, Mr. Rajendra, Mr. Rama Kokane





Some important achievements for the year:

Our veterinarian conducted district level training for Government Veterinary staff on equine treatment and built strong networks with them for follow-up on working equine treatment. We provided T.T and ARV vaccinations for all working equines, distributed first-aid kits and conducted training for their owners. Tireless awareness efforts, persuasion, good results from timely veterinary care and peer support efforts were successful in steering animal owners away from traditional blind, superstitious and cruel practices on their equines. Our teams formed 11 equine friendly communities and 33 equine welfare groups for discussing their problems and finding workable solutions.

SUCCESS STORIES FROM KURNOOL DISTRICT:

Kotha Raidu lives in Ramapuram Village, Aavuku Mandal of Kurnool District. A dhobi (washerman) by profession, his community lives below the poverty line. One night his donkey had been attacked by dogs and large pieces of flesh had been eaten from its hind flanks. Though Kotha Raidu depended on his donkey for a living, a lack of concern and initiative on his part, he left the injured donkey to fend for itself on the road. Our equine welfare team, passing through the village conducting a survey on working equines, saw the donkey and immediately treated its wounds. After some enquiry they found the house of Kotha Raidu and counselled him and his family on owner responsibility and donkey care. The family accepted their negligence and promised to take help from the local veterinary hospital for any issue concerning the health of their donkey. After a few weeks of follow up care, the donkey recovered nicely and went back to work. The animal owners of Ramapuram were inspired to

form a self-help group and learnt first aid for their donkeys. They were given first aid kits for emergencies such as Kotha Raidu's and taught about the importance of vaccination as a preventive measure for disease. Though this story went well, sadly, not every story has a happy ending.





Maddilet (a peer educator) and his donkeys inspire change.



Mettupalli is a village known for the dreadful condition of working equines. It is common for equines to have human inflicted injuries due to superstitions, death due to rabies, terrible hoof injuries due to bad road conditions. The equine owners had shown resistance to participate in community meetings and care of their animals initially, until 2 donkeys died due to rabies. To turn this negative and uninformed attitude, our team resorted to finding an agent of change within the community. Our hero turned out to be Maddiletti, a donkey owner who had completed his schooling and understood the issues at hand. With a little motivation, he convinced a group of donkey owners to try a new way out and motivated the village to accept the vaccinations provided by our veterinary team. In time the efforts paid off and rabies was prevented. The owners sat down to discuss animal cruelty and how to prevent it, they learnt first aid and importance of preventive measures of disease and heat stroke. They have committed to work together to create shade shelters for their donkeys during the summer months.



YOUNG ANGELS - EDUCATION PROGRAM



Education and awareness is a crucial for ensuring humane treatment of animals. Our education efforts had a boost this year with Pedigree (MARS), Volunteers from GE and Deloitte partnering with us on school visits.

Volunteers visited schools organized by COVA and conducted sessions on Animal Welfare. "Young Angels" talks about the importance of nature and our role in protecting them. The talk informs children about the dos and don'ts of interacting with the animals and how to help them.

Schools covered: Rosary Convent School, Oxford Grammar High School, Jaffar High School, Purani Haveli; Sharada Vidyalaya, Shamshergunj; Indira Vidya Niketan High School, Laldarwaza; Al Jaffar High School, Putlibowli; Hyderabad Mission High School, Shakkergunj; St. Hills High School, Chandrayanagutta; Meridian School, Banjara Hills; Obul Reddy School, Jubilee Hills; Destiny High School, Fatima Nagar, Old City; Little Century School, Kishenbaug; Zam Zam High School, Old City; Ahmed Mission High School, Old City; Jain Heritage Cambridge School, Serilingampally Mandal, R R District; Sharada Vidyalaya, Shamshergunj; Indira Vidya Niketan High School, Laldarwaza; Al Jaffar High School, Putlibowli; Hyderabad Mission High School, Shakkergunj; St. Hills High School, Chandrayanagutta and Rainbow School, Balanagar.



Chaitanya Vidyalaya students
donate money to help
Blue Cross help animals

Young Angels

To organize such a talk at your child's school please send us a request at bluecrosshyd@gmail.com or call + 91-4032989858, 23544355/5523





CAMPAIGN TO PREVENT ANIMAL SACRIFICE IN VENKATAGIRI



Swamy S.B. Das and volunteers offer pooja to Poleramma

Venkatagiri, famous for handloomsarees, hosts the popular festival 'Pollerama Jatara' where approximately 60,000 animals are sacrificed on one day annually.

Though dating back historically, the main promoter of this custom, the deity's temple committee believes that, during the festival, if residents do not sacrifice animals and offer

blood to the deity, she might be displeased and make them sick. So whenever someone fell sick, the committee would suggest they pray to the deity that if their sick ones recover, they would sacrifice more animals.

On invitation from Mr. Damodar Reddy, Superintendent of Police Nellore District, we started the campaign with a three point action plan after local authorities failed to prevent the sacrifice.

1) BCH educated the temple committee on health issues like infections, consumption of stale meat and polluted ground water due to the sacrifice. As a safe and humane alternative, we suggested eco-friendly offerings. Catalysts of change, the police and administration officials offered 500 ash gourds free of cost. Celebrity videos, using popular films that appealed to religious sentiments, were shown to call for compassion.

2) Volunteers visited educational institutions and sensitized households on the need to change their approach for the benefit of society. A student rally helped in the outreach of spreading the message of change.

3) For those who did not wish to opt for eco-friendly offerings, humane slaughter cells were arranged with the help of Animal Husbandry Department, Govt. of A.P., to reduce both animal suffering and consequent environmental damage.

The synergy thus created reduced the number of animal sacrifices by twenty percent. As the first successful campaign of its kind in India, public and government officials hailed its effectiveness. This is an ongoing campaign and is being modeled for replication in other parts of India.



CALENDAR OF EVENTS



April 2010

- A poster show was conducted at BCH on the occasion of World Earth Day.
- A talk on Animal Welfare was given at St. Francis Degree College.

May 2010

- Water bowls for animals were distributed around the city during the summer.

June 2010

- Deloitte 'Impact Day' was held at the Blue Cross shelter.
- An equine welfare camp was also conducted with Samabhava (run by Mr. Sandesh) in Bengaluru.
- We joined WWF in a rally against plastic carry bags.

July 2010

- BCH volunteers attended a workshop on farm animals organized by FIAPO, Claire from the Animal Aid Foundation, Udaipur and assisted by Sriram.
- Zoonosis Day was celebrated with a Rabies Awareness Drive.

August 2010

- The Blue Cross AGM was held.

September 2010

- BCH-Pedigree Partnership adoption drive commenced with distribution of adoption kits.
- Homeless Animals Day feeding was conducted in localities and the promotion of adopting homeless animals.
- World Rabies Day was celebrated at Borabanda, Madhapur, Banjara Hills, with Anti-rabies vaccination Camps.
- Animal Sacrifice Prevention campaign conducted at Venkatagiri, Nellore District.

October 2010

- World Animal Week launched with Ahimsa Day (October 2).
- World Animal Day was held on October 4th with camps held at Vanasthalipuram.





CALENDAR OF EVENTS



- Amala gave a talk at Ooty on an invitation from IPAN for World Animal Day.
- Training was conducted for 40 volunteers to give animal welfare talks at Hyderabad.
- A talk on Climate Change for government officials at MCR HR Institute was conducted.

November 2010

- Young Angels School talks commenced with Rosary Convent School.
- Humane Society International press meet and workshop on farm animals was attended.
- The International colloquium on working equids was attended in New Delhi.

December 2010

- A talk was held for students at Annamaya Institute of Technology and Sciences.
- Benefit show of Telugu feature film 'Ragada,' courtesy Nagarjuna was held.

January 2011

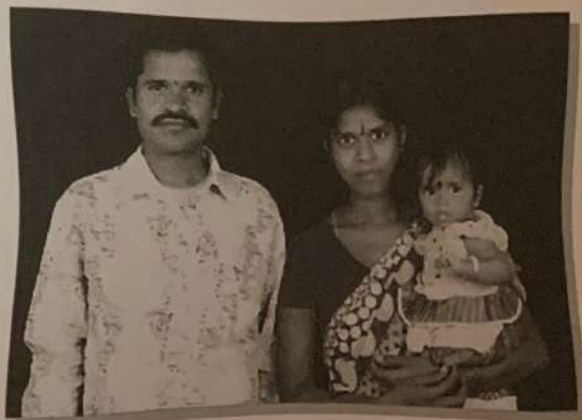
- January 15-31, National Animal Welfare Fortnight was conducted.
- A session on animal laws was conducted for DSP's at the AP Police Academy.
- India For Animal meet was attended in Chennai.

February 2011

- Pedigree supported the feeding of homeless shelter animals.
- BCH participated in the Wildscreen Film Festival organized by the British Council.
- Accenture sent 20 people for volunteer work.

March 2011

- A prayer meeting was held in memory of Raju.



Sujatha, Anjaiah (Para Vet), had a baby girl