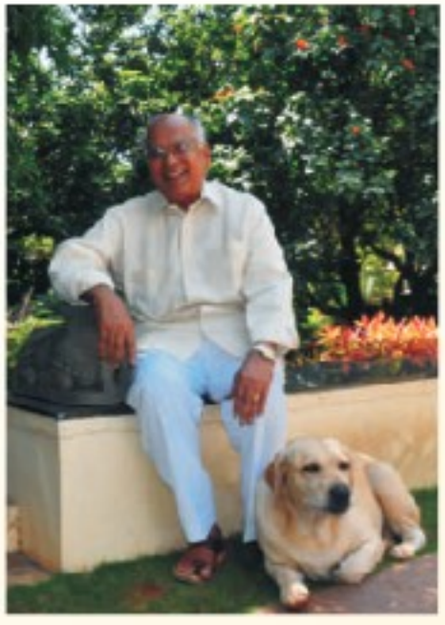


A great Artiste, Humanitarian and Animal Friend passed away in January 2014.

Akkineni Nageshwara Rao will be missed by Audiences, Fans, Family and the Animal Welfare world.

Pledge a legacy to help the animals in your Will today and send a copy to the Chairperson, Blue Cross of Hyderabad.

At the Blue Cross of Hyderabad animal shelter, housing and caring for over 900 animals is no simple task and our monthly expenditure, however controlled, is a minimum of 3 lakh rupees per month. The only means of ensuring the work continues, is by appealing for legacies and other annual patron donations. Leaving a legacy for animals after your time on earth, is a wonderful way to show you care. We cannot take our belongings or wealth with us when we depart, but we can leave a legacy of love behind.

To those benevolent individuals who may wish to become benefactors by will to the Society, the following form is respectfully suggested: " I bequeath to the Blue Cross of Hyderabad, for the purpose of animal welfare, a sum of rupees ....., free of all duties, payable at the time of my death. I declare that the receipt of the Treasurer or officer of the Society for the time being of the said Society shall be sufficient to discharge such a legacy."

Signed:
Witness:
Date:

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
ANNUAL REPORT 2013 - 14





Stray dog on guard duty. Note his left ear notch (ABC/ARV) and his role guarding an ATM at night in Raniganj while the guard is fast asleep inside.

Cover picture taken by Md. Yusuf, carried in The Hindu on Feb 12th 2014

BLUE CROSS OF HYDERABAD

Registered Society recognised by the Animal Welfare Board of India

FOUNDERS: NAGARJUNA & AMALA AKKINENI

OFFICE BEARERS

AMALA AKKINENI
CHAIRPERSON

PARVEEN LYNGDOH
HONORARY PRESIDENT



HEERA RUPANI
HONORARY SECRETARY



APARNA RAO
HONORARY TREASURER



HONORARY MONITORING COMMITTEE

Amita Talwar - Hon. Vice President
Vasanthi Vadi
Meitim Connolly - Animal Welfare Counsellor
Y Padmaja - Shelter Director
Manpreet Nishtar
Murali Krishna
Prasad Kalidindi

ADVISORY MEMBERS

Dr. Chinny Krishna - Animal Welfare
Dr. Lakshmi Ramana & Dr. Ramana Rao - Veterinary Advisors
Shankar Narayan - Architecture & Construction
K A Sastry, P. Subba Rao, A V Ramana Reddy - Financial Advisors
Mr. & Mrs. Jayshree Sarathy, Mr. Raghuram Pamidighantam - Legal Council

CONTENTS

1.	Introduction to the Organisation	01
2.	Chairperson's Letter	02
3.	Honorary President's Letter	03
4.	Consolidated Activity Chart of the Year 2013-14	04
5.	Ambulance & Rescue Service Report	05
6.	Success Stories for Inspiration	07
7.	Community Sponsored Veterinary Clinic Report	09
8.	Animal Shelter / Administrative Office Report	11
9.	Adopt-a-Pet Report	13
10.	Pet Friendly Carnival Report	14
11.	Volunteer Coordinator's Report	16
12.	Volunteers Who Made a Difference This Year	17
13.	National Animal Welfare Fortnight Report	18
14.	Animal Birth Control & Anti - Rabies Vaccination Report	19
15.	Prevention of Cruelty Report	20
16.	Spreading the Message of Animal Welfare	22
17.	Preventing Cruelty to Wildlife	23
18.	Wildlife Rescues	24
19.	Calender of Events 2013 -14	25
20.	Welcome to our New Members	29
21.	Thank You to our Donors	30
22.	Audit Report	36
23.	Balance Sheet	37
24.	Income & Expenditure Account	39
25.	How we Utilised our Funds	40

'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

- Ambulance and rescue service for animals in need.
- Shelter for sick, injured and abused animals.
- Community sponsored veterinary hospital & veterinary camps.
- Prevention of cruelty to animals.
- Adoption of homeless animals in partnership with PEDIGREE (MARS - INDIA)
- Animal Birth Control & Anti-Rabies effort (ABC-AR) for stray animals in partnership with AWBI and GHMC.
- Humane education in Partnership with Humane Society International - India
- Animal protection and relief work during natural calamities.

Functioning of the organization

- All services are conducted by salaried staff from 9am to 5pm.
- Services are monitored by an Honorary Monitoring Committee.
- Day-to-day activities are monitored by the Shelter Directors and Chairperson.
- We have an Honorary Advisory Committee.
- Committee meetings are held during the first week of every month.
- An annual audit is conducted.
- The annual report is published and circulated to members.
- The Annual General Body Meeting is conducted by the month of August.
- All funds come from donations, grants, sponsorships. Donations are entitled to 80G Tax Exemption.
- We have FCRA registration for foreign donations.

Dear Members and Friends,



2013-14 was an eventful year to remember with remarkable improvement in animal welfare work at Blue Cross of Hyderabad. Over 26,000 animals received help and credit goes to a dedicated team of staff and volunteers who took ownership and responsibility to make a huge impact. Criticism is easy but it is hard work that shows results, and these wonderful individuals have done us proud.

Our Corporate Partners, Sponsors and Foundation Supporters came forward to bring in valuable funds that went a long way to improve things for the animals in our care. A very special thanks to Pedigree, Deloitte, Facebook, Microsoft, Charities Aid Foundation, Nimmagadda Foundation, Microsoft, Google, Accenture for their immeasurable support and faith. We built a beautiful state-of-the-art surgery complex donated by our Founder and Patron, Akkineni Nagarjuna. to whom we are very grateful. We had several fund raising efforts thanks to Heera, Amita, Aparna and Kumari. Our gratitude to our fund raising team and each one of our donors and sponsors.

For those who want to take animal welfare seriously, please sign up to be Community Animal Care Taker and help the animals on your streets. Be sure to vaccinate community dogs against Pavo, Distemper (7in 1) and Rabies (ARV) and have them sterilised with the help of GHMC. The GHMC Zonal Commissioners made remarkable efforts to ensure Pets and strays cannot be banned by Residential Associations through circulars that are available on our website www.bluecrosshyd.in for downloading. We appreciate their efforts immensely.

Needless to say, the work of Blue Cross of Hyderabad, is never done. So we look forward to your continued support and promise to do our part to reduce animal suffering.

With best wishes from all of us at Blue Cross of Hyderabad.

Amala Akkineni
Chairperson

HONORARY PRESIDENT'S LETTER

Dear Fellow Members,



Another year has gone by with Blue Cross of Hyderabad having weathered successfully the ups and downs of running an animal shelter. An absolute uplift of the spirits is the new surgery already functioning.

However, a lot of hard work and courage is required to run an institution of this sort. The staff is ephemeral. Replacements have to be constantly trained professionally and taught to be kind and gentle with the animals.

Admission of animals is open ended but resources are not unlimited. Medicines must be bought and accommodation and food found for the animals, while maintaining absolute standards of cleanliness. Donations are always welcome, but are by their very nature uncertain.

Government (AWBI) partially reimburses the amount spent on the ABC program, but the receipt of these funds is not always timely. Yet the accounts have to be completed on time and meticulously maintained. GHMC has been exceptionally prompt with reimbursements this year, I am told.

Basically the organization has to deal with many imponderables, but with your cooperation and help has survived and progressed.

Thank you all!
Parveen Lyngdoh
Hon. President

CONSOLIDATED ACTIVITY CHART OF THE YEAR 2013-14

S. No.	Type of Animals	Rescues	Treatment at Pet Clinic No. of cases	Adoptions	Animal Birth Control Operation & ARV		Camps for Working Animals & ARV Vaccination Camps	Cruelty & Negligence
					Male	Female		
1	Dogs	8535	1501	30	2005	2209	5235	97
2	Puppies	1345	553	493	-	-	-	19
3	Cats	860	74	18	345	467	2	-
4	Kittens	326	11	138	-	-	-	-
5	Goats/Sheep	3	118	3	-	-	-	-
6	Bullocks / Cow	15	8	9	-	-	68	7
7	Buffaloes	11	1		-	-	-	6
8	Ponies / Horses	5	2	2	-	-	18	-
9	Poultry	2	16	25	-	-	-	-
10	Rabbits	9	13	9	-	-	-	-
11	Pigs	2			-	-	-	-
12	Camels	5			-	-	109	2
13	Wildlife	326	348(Wildlife Rehab)					
	Total	11444	2645	727	2350	2676	5432	131

25,405 - ANIMALS WERE HELPED

We have 2 ambulances that rescue homeless animals injured in road accidents, or are sick, collapsed on the street and in need of help.

This year we rescued 11,444 animals and 326 small urban wildlife like birds, monkeys, snakes etc.

- **Blue Cross of Hyderabad Rescue Helpline,**
  Ph. : +91 40 3298 9858 Time : 9 AM to 5 PM
- **PFA Hyderabad Night Rescue Helpline,**
  Ph. : +91 76809 68798 Time : 6 PM to Midnight only.

Blue Cross rescue service functions from 9am to 5pm, After hours volunteers attend emergency rescues only. We forward all the emergency rescue calls to People for Animals- Hyderabad. They started an effective night emergency rescue service and ensure timely rescue, emergency treatment at Dr. Lakshmi's clinic (Animal Care Clinic). This has relieved the strain on Blue Cross drivers – so they get a good night's rest to be able to come to work fresh in the morning. Thank you PFA!

Prithvi did an amazing job of handling 3 phone lines; the office helpdesk and doing emergency rescues himself! How he did it reflects the anthem of Blue Cross staff and volunteers- who go beyond their line of duty to make sure the animals get help, not for name or appreciation, but for the sheer love for them.

Rescue Coordinator & Team Leader Report by Prithvi



On an average we receive between 50 to 200 calls per day through our helplines. Answering all types of calls takes time and patience - some are emergencies and others enquiries. We get a large number of visitors who need attending to and the admission register has to be filled carefully when they bring in animals. It is hectic, but as Rescue Coordinator I enjoy my job immensely. Part of my work is to counsel people when they come to adopt a pet. 727 adoptions took place thanks to the awareness spread due to the pet carnival Pedigree and Blue Cross conducted. It did a lot of good and I hope many more such carnivals take place.

We have recently introduced digital data entry and the rescue drivers have been given cell phones with cameras and mobile apps so they take photos, record data, when they go for any rescue. This helps a lot not only for our records, but to identify the animals and note the place to release it on recovery.

This year I attended an Animal Law Training Session held at NALSAR organized by Humane Society International & Animal Welfare Board of India. It was very informative and I learnt how to write and file an FIR, what law is applicable, information about the Acts, RTA, and Wildlife Act etc. With this knowledge I am better informed to counsel and guide people, especially when people call and demand that they must abandon a dog, I quote the Law that makes it an offence and counsel them on better ways to cope with the problem.

Sometimes when our rescue drivers are busy with a large number of cases to collect, our volunteers themselves go and rescue the animal or sometimes I go to rescue the animal. This support system is extremely helpful. With tireless efforts, Drivers/Para Vets Krishna and Srinivas with the help of our volunteers were able to rescue 11,444 animals. Volunteers Meeta, Vinay, Vijay, Pavan, Jigar, Vrinda, Surrendera, Ramesh, Teja, Spandana helped a lot with the rescues and of course Dr. Malik and Eva in the treatment and care. Sanjana and Nipun, who interned with us, helped streamline a lot of procedures and computerize most of our records and documents. Volunteers from Deloitte, Accenture and Google were also a great help.



Rescue Volunteers

Students Help Stop Animal Abuse!

Gabbar, a 2-year old canine charmer living around Vardaman College canteen had close to 2,000 friends and fans. This did not prevent an animal abuser from tying a clutch wire around his folded hind leg and leaving it like that. By the time our volunteer, Anusha, who studies in that college, noticed him, he developed necrosis which is premature death of tissues due to an injury. His hind leg was now dead, and the infection was fast spreading to his body. On Blue Cross vet's advice, he was shifted to the Blue Cross and scheduled to have an amputation. Gabbar lost part of his leg, but being a fighter, was full of energy and fit to be released in 45 days. On the day he finally headed home he sprinted towards his friends the minute he neared the college. Not just Shiela, Anusha, but close to a thousand students, security guards and bus drivers were happy to have Gabbar back. They were extremely grateful to Blue Cross for having saved their boy's life.

Anusha requests:
If you have dogs on your campus, approach your management and have them write in to us at bluecrosshyd@gmail.com to neuter and vaccinate the campus dogs with the help of GHMC dog catching squad. A single act of kindness can inspire communities to get involved.





Dogs and cats stuck in gates are common: You can help!

Mr. Goutham from Madhapur called our helpline for assistance with a community dog wedged between his gate's grill. As both our ambulances were out on rescues for the day, Prithvi volunteered to go and free the dog. He tried everything, including using some oil around the dogs head, to facilitate easy sliding, but the dog's head remained

wedged tight. As a last resort, he cut the iron rod of the grill - no harm to animal while he did this - and the dog, walked free.

Advise from Prithvi:
"Please ensure gate grills are small, so dog's heads don't get stuck! Applying oil in some cases helps the part that is stuck slide out easily. Especially in the case of cats or dogs with their heads stuck in pots or gates. Be careful as a traumatized, trapped animal can bite."

We continue receiving calls to rescue cats from wells, dogs from ditches and pigeons stuck in ventilators. Each time, we reach the spot and are quite baffled. Mr. Harsha residing in Seetaphal Mandi reported that a cat had fallen into a dry well three days back and all attempts to get it out failed. Our technical support team, Teja and Krishna, and volunteer Rahul responded to the call. The unused well was old, crumbling and smelly. Teja got into the well and managed to get the cat out! We are happy to share that the cat, though a little exhausted from its adventure, was physically fit and trotted off into a corner to groom itself.

Please cover old wells!

Please note that old, unused wells can begin to emit chemical fumes that can suffocate animals and humans alike. A tip to check for gases in well would be to light fire to a piece of paper and drop it in the well. If it burns brighter, you will probably need some oxygen mask if you plan to rappel down anyway. We also advised Harsha to put a cover across the well's mouth so animals looking for water cannot fall in. If an animal can fall, so can a child.

Ms. Sarita from Towlichowki informed us about a dog that had fallen in a 40 feet deep well five days ago. Two of our staff took immediate action, one climbed down the well using a rope, the dog was found at the bottom, traumatized - considering it was keeping alive by sitting in a hole in the wall of the dark, wet well !! The rescuer spent 30 minutes coaxing the dog and gaining trust and finally managed to catch it in a net! The dog was pulled out by the second staff member coordinating from outside of the well. The rescued dog was sick and had severe skin infection and was treated at our shelter.

Our community sponsored veterinary clinic by Dr. Mallik supported by the timely help of Dr. Kirmani, treated 2,297 cases this year. We run it to support and encourage the adoption of Indian animals from our shelter and off the streets. With Veterinary costs increasing, it is a service well used and appreciated. Those who can afford, donate towards the treatment of another animal in return.

Basic health checkups, annual vaccinations, skin/coat problems are dealt with. Our emergency care for injuries and diseases are also well utilised. We do not have, nor plan to have, expensive diagnostics, as this is available at all private clinics and Narayanguda Super Speciality Government Veterinary hospital. Working hrs are 10 am to 1pm daily and we remain closed on Mondays and public holidays.

Dr. Mallik's Report

2013 was one of the great improvements: In the rescues, in our infrastructure, in the participation of staff and volunteers. Thanks to our new surgery building, enthusiasm levels for my team and myself has improved a lot! Sophisticated facilities and better medical equipment give us a wonderful working environment. My staff has been dedicated, Eva Dua has been very helpful in the treatment of the animals and Kiki, our volunteer from Germany, has also done wonderful work.



My new office board reads in block letters- "Dr. I.A. Malik" of which I am very proud! In the last 2 years I gained lots of experience, be it in regards to the technicality of handling difficult cases in large numbers, or the fact of dealing with emotional animal enthusiasts and pet owners! The Out Patient Dispensary witnessed about 2297 numbers of cases, which includes emergencies too. A large number of unvaccinated pets came with parvo

virus and distemper and the danger of spreading infection to our shelter animals increased tremendously. The solution was to set up an emergency treatment shed at the gate and treat these cases here without allowing them to enter the shelter. Two tables were set up and many cases were treated at our gate make shift dispensary with success.



Goat recovered from severe dog bites

The BCH arranges for a free health check-up for the camels every year, guided by Dr. J.V. Ramana, I was able to assist in the treatment. It was a successful 3-day program wherein the BCH tried its level best to reach all the camel owners throughout the twin cities. The sick and injured were treated and the healthy ones were henceforth given the preventive medicines.

We have improved tremendously, our success stories make up for mistakes and failures. Particular success was seen in the treatment and release of birds, releasing many more when compared to last year.

Injured kites were treated specially due to the kite flying season.

A goat was brought to our shelter on 17-09-2013. She was rescued after a dog bite in the neck region. She was in a state of shock and unable to stand.

She received first aid treatment and a place to recover peacefully. The next day she started to eat and after a few days she was able to stand and walk around.

After 3 weeks being at the shelter, she is at a new forever home...Happy ending :)



Animals adopted from our shelter get timely Veterinary care

Our shelter is a haven for sick, injured, abused, old, destitute, abandoned and completely helpless animals that find shelter here. Located on Rd.35, Jubilee Hills, it currently holds between 900 – 1100 animals that require care and protection and is supported by donations from the community.

Y. Padmaja our Shelter Director and Committee Member writes "Working at and with Blue Cross of Hyderabad staff and volunteers - I always get cooperation and the trend has been continuing. I have been mainly concentrating on the ward with dogs suffering skin infections. They require bathing with medicated shampoo and treatment, guided by Doctor Mallik. The caretakers and the staff have always been very helpful. Apart from the shelter, I find many stray dogs on the roads with skin complaints. I wish that some simple and comprehensive medication would be available that can be given on the spot. Ivermectin alone is not working. The dogs suffer from itching, ruptured skin etc. We must strive for the inclusion of the subject, Animal Rights and Animal Welfare in the school and college curriculum. There is still too much ignorance and apathy towards animal suffering."



Mrs. Kumari – Shelter Director's Report

The strength of Blue Cross and all it's work has been the contribution of dedicated staff and volunteers. A large number of volunteers enrolled this year along with teams from Deloitte, Accenture and Google who come very regularly. We brought in many severe accident cases. In fact our office cats Colonel and Smokey came as accident cases in November last year, both of them with limbs lost and in terrible condition. They survived like many others and live to be Blue Cross cats on reception duty, full of enthusiasm for life, thanks to our rescue service.

We had a lot of rescues from east zone and Secunderabad, Cantonment area this year. Thanks to more awareness through our Camps steered by Mrs. Padmaja our Shelter Director. Dogs brought in with Scabies and skin diseases have recovered well. There were a large number of pups with skin problems this year and they too have recovered well. Wildlife rescued with injuries, were treated and

released. We have also got a lot of SOS calls from other districts and we were able to stop the killing of dogs and the cruel capture of monkeys etc. We approached the District Collector, who took action on the village authorities and stopped it. We were also able to stop a lot of trucks inhumanly overloaded with buffaloes.

My whole team of staff have been very attentive despite many challenges and as always it has been a well coordinated effort. The regularly conducted training and team building sessions for the staff conducted by Mr. Varaprasad Ponnaganti have been very helpful to boost the morale of the staff and strengthen the teams. A special thanks to those who went out of their way: Thanks to Pedigree and Mr. Nithin, Ajay and their team's initiatives for our new adoption centre, the Pedigree – Blue Cross Pet carnival. Thanks to Susie Abraham who helped in fund raising, Mr. Jagadish from KSK Energy Ventures who helped us regarding TDS data, Vandana in Provident Fund related work, Laxmi helped in guiding Blue Cross for lifetime 80G tax exemption, Krishnaveni donated food in large quantities, Srinivas helped in ESI related issues, Ravinder helped in computer maintenance, Dr. Lakshmi helped in challenging rescue cases and treated / operated animals for us and Dr. Ramana helped in ABC operations and camel care. Eva and Kiki worked ceaselessly helping the animals and of course Ammamma (Meitim Connolly) counselled and guided all of us and visitors regarding animal needs.



Blue Cross staff

Hats off to our Sponsors for adopting the animals at our shelter. Mrs Urmila and Nitin Kulkarni sponsor Ramu, Mrs. Anisha Sharma sponsors Shyam, one of our blind dog residents. Her employee Farook comes everyday to walk Shyam without fail.





Farook walking Shyam

ADOPT-A-PET REPORT



Our Adoption program offers beautiful, healthy Indian Desi animals: cats, dogs, puppies and kittens for adoption. Visiting hours are between 10am to 12.30pm, and 2.30pm to 4.30pm to adopt a beautiful pet!

Thanks to Pedigree and Mr. Nithin, Mr. Ajay, Dr. Umesh and their team's initiatives via our new adoption centre and the Pedigree – Blue Cross Pet carnival, our adoptions have increased and 727 lovely Indian dogs and cats were adopted last year.

On follow up survey we found that 95% of these animals and their adopters are happy and are doing well. Congratulations to the adoption team, volunteers and sponsors for your marvelous and commendable efforts!



It was on a perfect day at N Convention, cloudy, under the trees by the lake…the Blue Cross – Pedigree Pet Carnival was held on Jan 26th welcoming Hyderabadis and their pets alike! With city living and smaller living spaces, smaller families where all members work or study, pets are left to fend for themselves, tied up all day or confined to a sunny verandah. Less exposure to fun and play, the pets bark all day, annoying the neighborhood, who in turn decide to ban pets. When pets don't get to socialize with others they become unsocial. This is a vicious cycle. Further nuisance is experienced when domestic staff walk the pets in the neighborhood and do not clean up after them. Pets defecating in public parks and spaces have made them very unpopular. The concept was devised over many discussions of the growing concrete city jungle with increasing traffic and ever growing intolerance for both people and animals.

In an effort to bring people closer to nature and their responsibility towards animals, Pedigree and Blue Cross came together to convince N Convention to co-create an event where tolerance and fun would be the theme. The hope being that one day people and animals could live together in harmony in our city.

The Pet Carnival was a trial on how to bring about attitude changes, awareness and regard for animals and provide their keepers, pet parents opportunity to bond with them, interact with others and socialize. Blue Cross and Pedigree master minded an opportunity to showcase pet parents all the professional skill on training, food and nutrition options, veterinary guidance and N Convention provided the space and helped with the logistics.

Blue Cross volunteers and shelter animals started off the event interacting with dozens of school kids brought by enterprising school teachers (from Teach for India) to set the joyful mood! The animals were beautifully behaved inspite of the excitement and children hugged and petted them with delight. Over 1500 people visited with over 200 pets, over and above the school children.



There were walk in events to participate for pet and pet parents with professional help desks, municipal registration booths for pet registration. There were yummy eats, fun games, photo sessions and meet the Blue Cross animal zones. Puppies, kittens, cats and dogs were for adoption and counseling available for people seeking to adopt. Our blind dogs stole the show, walking undistracted up in straight lines with the volunteers.



Many children came to meet the animals and got over their fears. Most people brought their dogs and cats, and one lady even brought her horse who was a star attraction!

Hopefully the pet carnival will be a bi-annual event and go a long way in making our city an animal friendly place. A huge thank you to the Pedigree team who worked very hard to make it a success. Thanks to Anoushka Shetty, who actively promoted it, to HMDA and Uniads who donated hoarding space to advertise the event, and to N Convention who donated the beautiful venue so our dream pet carnival could become a reality.



Eva with her Dr. Dog - Sky

THE HELPER'S HIGH



At Blue Cross, several hundreds of animals are rescued from difficult circumstances – even with a full staff force and around twenty experienced minds on the committee, there's always room for a volunteer to do something. So, this year, again, we saw our volunteers attending to rescues when the ambulances were tied up, counseling cruelty and neglect cases, walking, grooming and promoting shelter animals for adoptions, participating in the organization's events and being responsible community care takers. Come heat, rain or bandhs, they are out on the streets, representing us.

One of the best reasons to volunteer is that it is tied to something that you are passionate about. This has brought to our shelter volunteers from all walks of life, with the single aim to contribute to the cause of animals and make an impact. Each one brings with them a unique skill and that extra peck of compassion. At Blue Cross, volunteers can choose a field that suits their schedule and areas of interest. Once the volunteer makes a choice, they receive basic training in the areas they opt for. Basic first aid training is provided to all volunteers. "The diversity of jobs that we get to do is self-enriching. If I do not have the capacity to foster, I can help with field rescues and still be involved. And during examinations, when I cannot do much, I send in newspapers", quips Shailaja Babladi, a regular foster parent and recent law graduate.

Anusha Kona feels that the staff at Blue Cross is inspiring and encouraging - they always have their gates open to help an animal. The staff is appreciative - which is a feel-good factor. They give out a Volunteer of the Year award for outstanding services. Helen Smith, who took charge of re-homing adult dogs for two years previously, was the winner of the award in 2013.

So, what does it give them in return? "Volunteering costs nothing and in return we get what we call a "helper's high" that no happiness can match. I love releasing birds that I foster. It gives me an inexplicable joy to see them fly, that's what they are born for" says Rajeev.

Surendra Prasad - Journalist and ardent implementer of ABC program

Anusha Kona - Student and rescue volunteer

Shailaja Babladi - Recently turned Lawyer and expert foster parent with partial favoritism to kittens

Rajeev Sharma - Corporate executive and avian foster parent

Vinay - Student and rescue volunteer

Drums Ramesh - Professional drummer and rescue volunteer

Prashanthi - Architect and shelter volunteer

Eva Veroeveren - Nurse and volunteer para-vet

Vinay LE - Engineer and rescue volunteer

Rindha - Physiotherapist and rescue volunteer

Padmini - Business woman and avian / small animal foster parent

Sudeep Sanan, corporate employee and motivator for Blue Cross. Our Facebook team led by Shweta did an amazing job of making sure our Facebook page reaches 40,000 viewers. Volunteer teams from Deloitte, Accenture, Google have taken on huge responsibilities and been a very dependable resource, the rescue volunteers, shelter volunteers, adoption volunteers, foster care givers, school students, interns, all did more than their bit to make sure we had a very productive year in animal welfare. Thank you all!



Blue Cross Volunteers



Blue Cross Volunteers

(January 15th to 31st 2014)



Volunteer Surendra Prasad

5235 Animals were vaccinated in 35 camps conducted around the city. We thank the Additional Directors from GHMC West, Central, North and East Zone, the dog catching squads for their participation. Dr. Mallik, our staff, volunteers and Shelter Director Mrs. Padmaja and animal friendly people from the communities all did a wonderful job to make the camps a grand success. We specially want to recognize the efforts of Paravets E. Anjaiah and Krishna for their immense hard work during the camps.

An annual census of dogs in the respective areas where the camps were organized was also done during the camps. Our statistics revealed that while over 1,800 dogs were operated, approximately a total of 2,000 dogs are yet to be scheduled for the ABC program in Circles 10,11,12,14,15,17 and East Zone (Vanasthalipuram). This shows good progress in the ABC efforts.

Very small number of sick animals seen: 4 dogs with moderate to critical injuries/ illness were rescued from Circle 14, 2 dogs and a puppy with skin infections were picked up from the North Zone. The number of sick and injured animals seen were much less compared to last year, which also shows the increased efforts of GHMC ABC units to catch and remove such dogs from the community.



Blue Cross Accenture Volunteers

The wonderful results of such camps are getting communities involved with our work and taking responsibility for their animals. This ensures happier, healthier animals and lower incidences of human-animal conflicts. We are doing our bit to eradicate Rabies, but it will only work effectively if we get community support. Good news is that we are seeing a slow but steady, positive change in community involvement. In all the fortnight was a grand success.

Garbage breeds stray animals. One cannot solve stray dog issues until one solves the garbage issue locally. Understanding the science that one breeding pair of stray dogs can give raise to 2000 in their lifetime, the Government of India and Stray Animal Control Rules advocate sterilising and vaccinating local stray dogs. See our website www.bluecrosshyd.in and download the GHMC contact details to sterilize the street dogs in your locality.

This year Blue Cross sterilized and vaccinated 4,214 stray dogs and 8,212 stray cats. 5,235 stray animals were vaccinated against Rabies to ensure Rabies free zones and safe communities.

Dr. Mallik said, "We successfully conducted 5,026 Animal Birth Control operations, thanks to my team. Paravets Ramesh and Ravi worked very hard for this. I operated on almost 15 to 20 dogs per day. Thanks to Mr. Nagarjuna for funding us, and Mrs. Amala for conceptualizing and executing the construction- I am overwhelmed with all the facilities - which will enable us to do so much more for the animals. During construction of the new surgery building I was part and parcel of the whole procedure right from being with the engineers and the construction workers. We planned and thought of everything needed for a surgery for animals, equipped with all modern facilities."



People love community dogs!

In an effort to reduce the number of homeless stray animals on the streets of our city, Blue Cross sterilizes 500 stray, community dogs every month and vaccinates them against Rabies. To assess and schedule the surgeries through the year, our staff and volunteers carry out a Dog Census every January. The above picture was taken with a family and their community dog "Rani", who is loved very much. She protects their street and plays with the children. We neutered and vaccinated Rani and hundreds of other dogs like her to ensure safe, Rabies free communities and less strays.

Please contact Hyderabad Municipal Corporation Dog pound "040 - 24617017" to implement the birth control operations in your community!!



133 Camels were saved from slaughter when a well wisher reported them on their way to Hyderabad from Narsingi for slaughter. On informing the Police they were sent away from Narsingi before entering the city. Hyderabad has no licensed slaughter house that can accommodate camel slaughter and hence the crime was prevented on time. Well done Cyberabad Commissioner C.V. Anand! Well done Mr. Srinivas who reported it from Narsingi, our city needs more people like you.

"5 Camels Rescued"

In the afternoon of the 7th of December we received a complaint from Mehdipatnam reporting twenty camels being taken for slaughter. A rescue team was sent to the location but by the time they arrived there were only 5 sickly camels left tied to a tree. People for Animals Hyderabad team helped us file a case under Prevention of Cruelty to Animals Act 1960 at Raidurgam police station. (FIR no: 663/2013 case lodged) This case was followed up by PFA Hyderabad and won. 5 camels now live happily and free at our Blue Cross animal shelter. They get along fine with our cattle and equines too.



25 Fighting cocks got safe retirement. Thanks to Blue Cross 25 fighting cocks retired to a peaceful life. As most cock fights end with the death of the opponent and often fatal injuries to the winner as well, the sport is an extremely senseless and cruel one. An estimated 300 Crore rupee illegal gambling mafia economy thrives during Sankranthi festival in Telangana & A.P. regions supposedly promoted by local political goons. Thousands lose their lands and properties in the gambling frenzy and suicide rates multiply. There surely must be a better way to celebrate agricultural harvest! Sankranti saw a number of kites rescued with badly injured wings from manja & were given treatment.

PREVENTION OF CRUELTY IN PARTNERSHIP WITH PEOPLE FOR ANIMALS - HYDERABAD



Mother & baby elephant at Jamuna Circus in bad condition

May saw an inspection of a circus come into Hyderabad. There is a ban imposed by MOEF on the use of elephants in circuses. However most circus still keep elephants in terrible conditions. Here a Mother and son are seen quenching their thirst. Hopefully, we shall rehabilitate them this year, thanks to the ban.

June had a campaign against cruelty to hens during transportation.
Volunteers with the help of GHMC conducted awareness and ensured baskets were available for sale to transport the chickens instead of hanging them upside down on vehicles.

August brought Nagpanchami and with it immense cruelty to snakes in the name of religion. However thanks to the awareness campaigns of the wildlife department and volunteers, the cruelty has come down tremendously.

November saw a ghastly case of a beautiful, friendly community dog badly abused. A case was booked and the Judge moved by what he saw refused a bail and sent the accused to remand custody for the weekend.

The Animal Law Training Program 2013 held in collaboration with the Animal Welfare Board of India, Humane Society International, Blue Cross of Hyderabad and NALSAR Law University received tremendous response from animal welfare organizations all over the country. Conducted over 5 days as a residential course with research and assessments at the end, 34 participants were given certificates. Requests poured in from other places and groups to conduct this program in other parts of the country as well. Special credit goes to Gowri, Jayasimha, CEO HSI, and his team of skilled trainers who conducted the training.

SPREADING THE MESSAGE OF ANIMAL WELFARE IN PARTNERSHIP WITH HSI - INDIA



Venkateswar Rao & Rajini Devi

Our education team conducts sessions and workshops on animal welfare to promote better understanding. Awareness Talks & Workshops are conducted for Schools, Colleges, Communities and Government Offices on request. Email us : bluecrosshyd@gmail.com "Understanding Animals" is a talk specially designed for school students. This interesting two part presentation explains the amazing role of animals in nature, helps students understand animal behavior, how to respond to animals around us and helps reduce common phobias towards animals.

Volunteering: We had lots of students and interns who came to help, some were outstanding in their efforts and focus. It is a fact that what you hear you can forget, while what you see you remember, but what you do, you understand. We hope that our Community Service Certificate for Student encourages them to volunteer to help animals, ensuring the younger generation understands and contributes to a better world for both humans and animals.

Pravallika, our Education Officer writes: "The year was productive and went by very fast. This is my third year with BCH and so far the journey has been great, but this year was the best since I was able to reach out to more than 20,244 students. What was touching was that in one instance, one school changed their exam schedule because they were impressed with my talk and the principal wanted the whole school to hear it. During school holiday and exam periods, I spent time at the shelter and gained much experience regarding office work and how BCH functions. I attended a volunteer networking program, which was of great help. I feel happy that students from the schools where I spoke have come to volunteer in large numbers. The experience will stay with them for a lifetime. Schools managements have been extremely helpful for our program. Mr. Jaysimha, CEO of Humane Society International gave me valuable guidance.

A special mention of thanks to Mr. Venkateswar Rao, Director, Rajina (Coordinator) & Management of Sri Sai Ram chain of schools and Sreenidhi Olympiad Schools for supporting the education programme.

We receive several calls each month reporting "birds stuck in trees" or "hanging since morning". This is a typical case of the birds in the city getting twined in the manja and unable to free themselves. Chinese manja leaves dozens of birds injured throughout the year! We received a call about a crow hanging from a manja on a coconut tree at least 50 feet from ground. You would either need a fire truck or be a really good climber to free a bird in this case. A simpler way is to attach a knife to a bamboo stick and very accurately cut the thread to free the bird - which is exactly what we did for this crow and it worked!

Another option is to go to the nearest electricity department- they employ climbers who can scale poles. In case the bird is stuck on a tree that can be easily climbed, do ask for help and they will step forward!

We urge you all not to use Chinese manja as they are glass coated and made of nylon and remain on tree trunks for a very long time. Traditional Indian manjas are an obvious choice as they are made of cotton thread and degrade after sometime or break easily.

Indian Roller

During Dussehra, the Indian Roller faces severe cruelty and death thanks to superstitious beliefs. A team from the Blue Cross set out to rescue Indian Roller hawkers. The birds were found in a distressed state- stuffed into plastic or jute carry bags, killer nylon ropes wound tightly across the legs, cutting off blood supply and being paraded secretly amidst a crowd of thousands. The birds were given rest for a night, examined by a vet the next morning (fortunately no broken wings this time) and all were released.



URBAN WILD LIFE	RESCUES	WILDLIFE REHAB	URBAN WILD LIFE	RESCUES	WILDLIFE REHAB
Pigeons	257	246	Love Birds	1	1
Crows	5	3	Squirrels	5	5
Kites	22	14	Kingfishers	2	2
Koels	2	2	Dove	1	1
Bonnet Macaques	27	17	Quail	1	1
Cranes	5	3	Stone Curlew	1	1
Parrots/Parakeets	10	15	Swift	3	1
Turtles/Tortoise	18	18	Ducks	2	2
Sparrows	5	5	Eggret	1	1
Owls	4	4	Chameleon	1	1
Bats	2	2	Snakes	2	2
Peacocks	2	2	Mangoose	2	2

Total : Rescues - 326, Wildlife Rehab - 348



Successful release of injured Kite

May 2013

Qualified clinical psychologists Rohini Nair & Radhika Fernandas from Animal Angel foundation visited along with Deloitte Team (Dennis & Vyjayanthi) visited for the selection of Dr. Dog - animal assisted therapy. We are very happy to share that "SKY" an abandoned dog from Blue cross which is adopted by our Volunteer EVA has qualified along with one more Labrador for therapy.



Rohini Nair & Radhika Fernandas | "Sky on Duty" | Eva with her Dr. Dog - Sky

Cricketers with big hearts visited our shelter

Dale Steyn, (South African Bowler who played for Sunrisers IPL), came to visit Blue Cross during his last match in Hyderabad. Turning out to be an animal crazy person like the rest of us, he spent over 2 hours playing with the animals in every enclosure permitted and could not tear himself away until it was time to attend practice sessions for the IPL match. Dale was accompanied by Cricketer Quinton de Kock and Richard Dean, Sunriser's Operations Head along with 2 friends.



A crowd quickly gathered asking for photos, to which Dale promptly insisted on pictures only with those who adopt homeless puppies and kittens.Thanks to this announcement 2 puppies and 2 kittens were adopted on the spot!

June 2013

The Sunday Pop-up-mela at N-Convention center happened to be fun for few of our shelter dogs as it turned to be a great outing where the dogs and volunteers enjoyed themselves and spread awareness for adoption of shelter animals.



A tree plantation drive was conducted with Accenture volunteer at our shelter.

July 2013

Our Facebook page took off with the help of Shweta, Manu, Divyanka, Hemanth and Vishwanath at Facebook - India Office.

Blue Cross Volunteers attended a very useful training session at Facebook office to maintain our Facebook page.

August 2013

On the occasion of Independence day Amala launched a "Charity Pot" ,a product of LUSH that supports Samabhava for abandoned equines at Bangalore and she endorsed the campaign against cosmetic testing on animals for LUSH at Orbit Mall.



We celebrated Independence Day on Aug 15th and our 21st AGM was conducted in the evening.

Employees of TPSC-INDIA visited our shelter and special thanks to Mr. Ryoji Saito (Managing Director, Toshiba Plant Systems & Services Corporation, Japan) for his donation.



September 2013

A Campaign was held at Venkatagiri, Nellore District, A.P. for 2 days to prevent animal sacrifice led by Swamy S.B. Das.

On World Rabies Day an anti rabies vaccination camp was held at Hashmathpet.

The State Animal Welfare Board Office was Animal Husbandry department HQRS. Thanks to Principal Secretary A.H Department, Dr. Manmohan Singh and the Director, Dr. Venkateshwarlu, Swamy S.B. Das and Vikram Chadak for creating a functional space, Animal Welfare issues can now be discussed and action initiated on a daily basis.

Our team led by Teja participated in Mission Rabies Campaign for 15 days at Bikaner.



October 2013

On World Animal day anti-rabies vaccination camps were conducted at Humayun Nagar & Mehdipatnam initiated by volunteer Surendra Prasad. Similar camps were conducted at Blue Cross animal shelter.

Novemeber 2013

We observed Sadhu Vaswani's Birthday as Meatless Day. Staff and volunteers took the pledge to stay vegetarian.

We Conducted the Pet Friendly Carnival in partnership with Pedigree at N Convention. In an effort to bring people closer to nature and their responsibility towards animals, Pedigree and Blue Cross came together to convince N Convention to co-create an event where tolerance and fun would be the theme.

January 2014

We conducted the national animal welfare fortnight. An annual census of dogs in the respective areas where the camps were organized was also done during the camps.



Dr. Andrew Rowen visited Blue Cross

February 2014

Humane Society International/India, in collaboration with Committee for Purpose of Control and Supervision of Experiments on Animals (CPCSEA) and Indian Pharmacological Society (IPS) hosted a scientific talk on 21st Century Science and How India can make the paradigm shift in Hyderabad on 19th February, 2014. The talk was given by Dr. Andrew N. Rowan, and was attended by Blue Cross volunteers.

Dr. Andrew N. Rowan later visited the Blue Cross animal shelter and shared some appreciative words with us.



March 2014

The Chairman Animal welfare Board of India, Lt. Gen, Dr. Kharb, visited our new ABC facility and shared much appreciation. He later addressed a gathering of Animal Welfare Groups and Government Officials on animal welfare issues at a meeting organized by HSI and Blue Cross.



Participants who graduated in the 5 Day Animal Law Training at NALSAR with Smt. Maneka Gandhi.

WELCOME TO OUR NEW MEMBERS

We welcome 102 new members this year. Thank you for joining the family of people who speak up and act for animals

Associate Life Members (2013-2014)

Venki
Farhana Sultana
Vasudha Rayavarapu
Sanghee Mc Allister
Chagla M Chand Syed

Associate Annual Members (2013-2014)

CH. Devi Nagavalli
V. Chaitrali
Gracy Papukutty
Greta Grace
V. KameswaraRao
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Membership Details	
Associate Life Members	₹ 10,000/-
Associate Annual Members	₹ 1500/-
Young Friends of Blue Cross	₹ 200/-
Corporate Membership	₹ 50,000/-

TO ALL OUR DONORS, SUPPORTERS AND WELLWISHERS, THANK YOU SO VERY MUCH!

Thank you for your donations and contributions towards animal welfare. We could not have gone ahead with out your support. The strength of Blue Cross of Hyderabad lies in the wonderful faith and support we get from all of you.

We are specially grateful to our generous Patron Donors and Nimmagadda Foundation for the valuable contributions. We are immensely grateful to all our Corporate Sponsors who lend their timely support for fund raising activities.

A special mention of thanks for funding to The Animal Welfare Board of India who gave us grant of Rs. 6,20,000 towards the Animal Law training at NALSAR. Special thanks to Donors of the Give As You Earn Programme with Microsoft and DE Shaw India Software Pvt. Ltd. through Charities Aid Foundation (CAF) India which gave a grant of Rs. 7,18,266. GHMC partly funded the ABC operations to the amount of Rs. 6,13,053.

Humane Society India sponsored our Education programme with Rs. 2,86,000. Thank you to Mr. G. Sitaram & UNIADS Ltd. who gave us hoarding space to announce our Pet Carnival in a grand way.

Along with the monetary donations, 105 generous people donated items of food, news papers, old clothes, bedding, utensils and medicines etc. The animals are very happy for the milk donated for the year by Mr. BLVN Rao.

Fund raising events were conducted this year with special efforts from Amita Talwar, Heera Rupani and Aparna Rao. Heera conducted a very successful event sponsored and hosted by N Convention that raised a substantial fund for the year. A special heart felt thanks to N Convention, Mr. Preetham Reddy, Kavya Reddy and the amazing Chef and staff. A special thanks to Heera's team of event managers Namrata Bolaki, Pinky Singh.

The event was anchored by the lovely Ritika Bolaki and Dominique Hassan. A special thanks to both of them and all the Blue Cross volunteers who helped make the events a grand success.

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Venkat Lakshmi
Venkat Rammana
Venkatesh
Vijay
Vikram Chandak
Vikranth
Vinay Ramesh
Vineeta Khanna
Vinila Sharma
Vivek
Y.Allaiah
Y.Rajesh Yadav
Zain
K.Manjula
Sahithi
V.Ram Prasad
Dr.AP Mohan
Sindhuri Talluri
Mamatha Talluri
Usha Ummadi
Varsha Ria Ponnaganti
Jaagruti
BLVN Rao
Eva (Medicines)

AUDIT REPORT

Ramana Reddy & Associates
Chartered Accountants

Unit No. 406, 4th Floor,
Ashoka Capital, Opp: KBR Park,
Road No. 2, Banjara Hills,
Hyderabad – 500 034
Ph: 23316426 / 23316912

FORM NO. 10B
[See rule 17B]

Audit report under section 12(b) of the Income Tax Act, 1961 in the case of charitable or religious trust or institutions

We have examined the balance sheet of M/s. Blue Cross of Hyderabad (Society) as at 31st March, 2014 and income and expenditure account for the year ended on that date which are in agreement with the books of account maintained by the said trust or institution.

We have examined all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of the audit. In our opinion, proper books of account have been kept by the head office and the branches of the above-named trust/institution visited by us so far as appears from our examination of the books and proper returns adequate for the purposes of audit have been received from branches not visited by us subject to the comments given below:

----- NIL -----

In our opinion and to the best of our information and according to information given to us, the said accounts give a true and fair view:

i. In the case of balance sheet, of the state of affairs of the Society as at 31st March 2014 and

ii. In the case of income and expenditure account of the surplus for the year ending on that date.

The prescribed particulars are annexed hereto.

Place : Hyderabad
Date : 10.07.2014

Signed by
RAMANA REDDY & ASSOCIATED,
CHARTERED ACCOUNTANTS
FIRM REGN NO 003246S
(CA. RAMANA REDDY A.V.)
PARTNER
Membership No. 024329

BLUE CROSS OF HYDERABAD

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

BALANCE SHEET AS AT 31ST MARCH 2014

CAPITAL FUND & LIABILITIES	Rs.	AS AT 31.03.14 AMOUNT Rs.	AS AT 31.03.13 AMOUNT Rs.
CAPITAL FUND :			
Opening Balance	8511597.17		8129615.11
ADD: Additions during the year			
Corpus Fund	5622950.00		70000.00
Life Membership	50000.00		8199615.11
	14184547.17		311982.06
			8511597.17
ADD: Excess of Income over	881509.59		
		15066056.76	
			5622950.00
UNUTILISED GRANT :			
Animal Welfare Expo 2013			
Scholarship Award	98608.00		87649.00
AWBI Law Training Programme	95806.00		
		194414.00	
		15260470.76	14222196.17

ASSETS	Rs.	AS AT 31.03.14 AMOUNT Rs.	AS AT 31.03.13 AMOUNT Rs.
FIXED ASSETS:			
Fixed Assets	18282713.35		12891417.35
Less: Depreciation	6626906.65		5898013.42
		11655806.70	6993403.93
Capital Work-in-Progress		-	2183523.00
CURRENT ASSETS, LOANS & ADVANCES :			
Stock of Medicines	95607.00		39991.00
Advance to contractors	0.00		309093.00
Other Advances	167980.00		114825.00
Interest Accrued on FD	13584.00		37692.37
TDS (Current Year)	13597.00		9052.00
I.T.Refund Receivable	50679.00		41627.00
		341447.00	
Fixed Deposits			
Canara Bank		2709000.00	2700000.00
CASH & BANK BALANCES :			
Cash in Hand	14579.63		3786.63
Cash at Banks	539637.43	554217.06	1789202.24
		15260470.76	14222196.17

AS PER OUR REPORT EVEN DATE
for RAMANA REDDY & ASSOCIATES
CHARTERED ACCOUNTANTS
Firm regn.No.003246S

(C.A. RAMANA REDDY A.V.)
PARTNER
Membership No: 024329
Place: Hyderabad
Date:

for BLUE CROSS OF HYDERABAD

SD/-
PRESIDENT

SD/-
SECRETARY

BLUE CROSS OF HYDERABAD
Financial Highlights for the Financial Year 2013- 2014

(Rs. in thousands)

	Amount	Amount
INCOME		
Membership subscription	107	
Donations	7,061	
Interest & Other Income	171	
Grant from GHMC for ABC/AR Programme	613	
Grant from Charity Aid Foundation (CAF)	718	
Grant from Humane Society International (India)	286	
Grant received from AWBI for Nalsar (Utilised for Animal Training)	524	
		9,480
EXPENDITURE		
ABC/AR Programme	2,905	
Rescue & Shelter home for animals	2,993	
Organisation/Office Establishment	506	
Animal Law Training -Nalsar expenses / Animal Fortnight & Humane Edn. Expenses	891	
Gowshala & Cattle Protection	575	
Depreciation	729	
		8,599
Income Over Expenditure		**882**
Add: Depreciation		729
Net Cash Accrued		**1,610**

UTILISATON OF FUNDS - PROJECT / PROGRAMME WISE

	Rs. in Lakh	Sl No.
ABC / AR Programme	29.05	1
Rescue / Shelter home for Animals	29.93	2
Organisation / Office Establishment	5.06	3
Animal Law Training / Fortnight & Humane Edn Exp Animal Welfare Fortnight expenses	8.91	4
Gowshala & Cattle protection	5.75	5
Total Rs.	**78.70**	

