



Our Shared Vision: United for Compassion & Sustainability

Animal well-being, human health, and planetary health form an inseparable triad. Therefore, the choices we make today define the welfare of all beings and our future generations.



For centuries, animals have been exploited for food, lifestyle, entertainment, labour, and experimentation. Despite overwhelming evidence of their sentience, animal abuse is so normalised that it is invisible.



Industrial animal agriculture plays a major role in pushing our planet toward a dangerous tipping point. On the one hand, climate change propelled by greenhouse gas emissions from industrial farming of animals affects the most vulnerable communities, including those pushed into animal-based livelihoods, while placing a heavy load on our resources like fresh water and forests.



On the other hand, lifestyle diseases and pandemics are on the rise, with indiscriminate use of anti-biotics leading to anti-microbial resistance, because of an increasing dose of drugs entering our food systems.

India Karuna Collaborative brings together people and organisations to seize a critical chance in our lifetime to end animal suffering, mitigate climate change, and ensure a healthier future for humanity.

Theory of Change

Animal welfare is a severely neglected strategic cause, yet it is deeply intertwined with the future of human and planetary health. India Karuna Collaborative (IKC) is envisioned as a coalition of leaders and organisations committed to fostering a world which is compassionate and dignified **for all beings**.

Our mission is to ignite public awareness about animal sentience and the inter-connectedness of human health, planetary health and animal well-being, and bring about a shift in the narrative and attitudes towards animal use. We will do this by engaging with several stakeholders including the youth, business and corporate leaders, thought leaders and experts in interconnected domains, educational institutions and prominent citizens.

IKC's awareness building campaigns shall include:

- o Public Awareness initiatives on various broadcast channels/ digital platforms
- o Programmes with Educational Institutions
- o Media Outreach to bring animal causes under the spotlight across media platforms



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Our Mission

We are a coalition of organisations and individuals dedicated to creating a world where compassion, sustainability, and health flourish for all beings. Guided by the principle that all life has inherent value, we work tirelessly to end animal suffering and protect our planet's delicate ecosystems.

Through education, advocacy, and innovation, we seek to empower communities to make choices that honour the well-being of all human and non-human animals and the environment. We stand united in our commitment to advance alternative options, mindful consumption, sustainable agriculture, and progressive policies that safeguard the interests of future generations.

Our Vision

- Animals are treated with compassion and respect
- Food systems are sustainable and ethical
- Human health is prioritised through nutritious, cruelty-free alternatives
- Ecosystems are protected for future generations
- Communities are empowered to make ethical, healthy, and sustainable choices



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Charter that Governs our Thoughts and Actions

Values

1. Commitment to Compassion and Respect

We pledge to champion compassion for all living beings, recognising the intrinsic value of animals and their right to live free from suffering.

2. Environmental Stewardship

We dedicate ourselves to protecting the environment by promoting sustainable practices, reducing pollution, and conserving natural resources to ensure a healthy planet for future generations.

3. Inclusivity and Diversity

We commit to fostering an inclusive, diverse movement that values the contributions & interests of all communities.

Actions

4. Advocacy for Animal Welfare

We commit to advocating for the welfare of animals through education, legislation, and direct action, working to end animal cruelty, exploitation, and neglect.

5. Promotion of Alternatives Adoption

We advocate for the wide-spread adoption of alternatives that are humane, plant-based, and cruelty-free, while providing education, evidence and resources to help individuals and corporates in making this transition.

6. Collaboration and Partnerships

We recognize the power of collaboration and commit to working with other organizations, communities, and stakeholders to amplify our impact and achieve our shared goals.

7. Policy and Advocacy

We support policymaking and advocacy efforts to influence legislation and regulations that support our causes to bring in legal sanctity & adherence.

8. Research and Innovation

We will support and conduct research to advance our understanding, promote innovative solutions, technologies and alternatives to animal use that contribute to a more sustainable and compassionate world.