



INDIA
KARUNA
COLLABORATIVE

Thank you

*for giving hope to billions of
animals that need the
collective power of our
voices!*

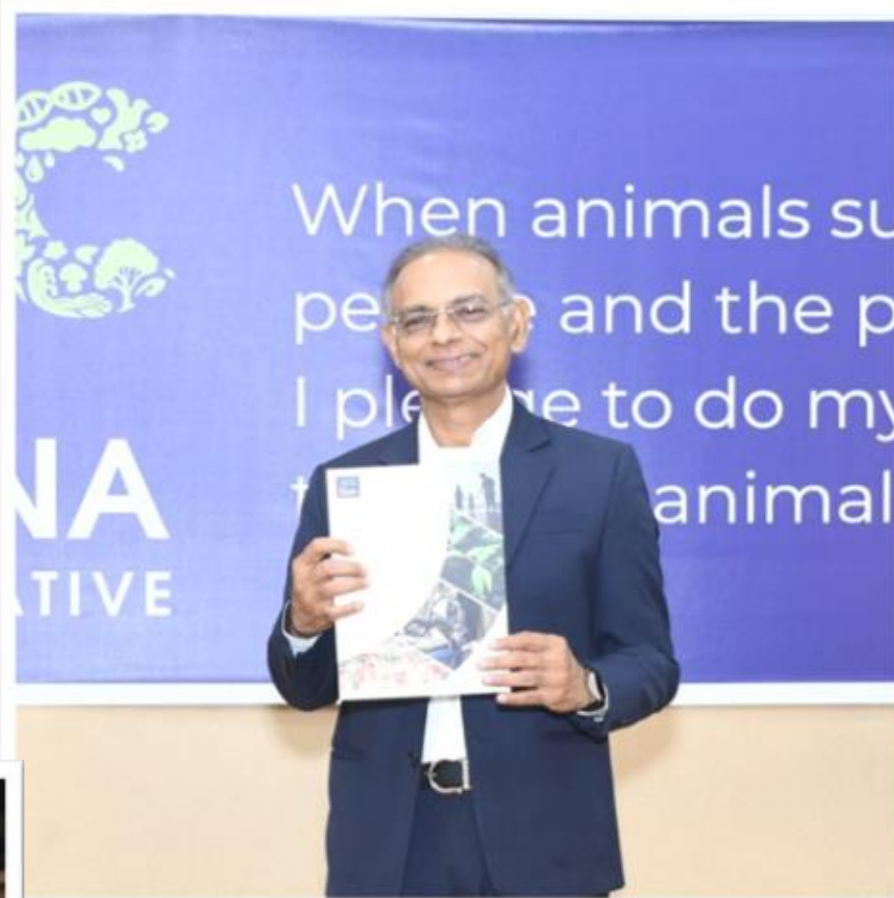
A recap of the successful launch of the
India Karuna Collaborative on 11th March 2026 at the
IMC Chamber of Commerce, Churchgate, Mumbai





"Compassion is important, but compassion by itself does not work. Today, the challenge before us is fundamentally a systems challenge across food, climate, and livelihoods. We must design systems so that care becomes embedded in how we produce, consume, and regulate."

Keynote by **Harsh Mariwala**, Founder & Chairman, Marico



63%

Believe the animal welfare movement will grow significantly in the coming years.

Most young Indians recognise sentience and wish to prioritise animal welfare in their daily lives.



Panel discussion: different perspectives of **ONE HEALTH. ONE PLANET. ONE ECONOMY. ONE BLIND SPOT.**



Why intensive animal agriculture is not only an ethical concern but a systemic risk to public health, climate, and India's growth story.

L to R: **Gauri Maulekhi**, Trustee - People for Animals **Amala Akkineni**, Co-founder -Blue Cross Hyderabad, **Dr. R Hemalatha**, Former Director - ICMR, **Sanjiv Mehta**, Executive Chairman - L Catterton, **Mehak Kasbekar**, VP & Editor-in-Chief, Brut

Media takes the cause of farmed animals far & wide - extensive coverage of the launch

New push to mainstream animal welfare

PT Jyothi Datta
Mumbai

The private sector can help formalise alternatives when they are not as fringe as the next time.



When animals suffer, people and the planet suffer too. I pledge to do my best to reduce animal suffering.

पहल | 50 से अधिक संगठनों के साथ 'इंडिया करुणा कोलैबोरेटिव' का शुभारंभ पशु कूरता को उजागर करने का संकल्प

मुंबई, (सं.) भारत की दैनिक आर्थिक और खाद्य प्रणालियों में 1.5 अरब से अधिक फार्म पशु शामिल हैं। इसके बावजूद वे आर्थिक निर्णयों, नीतिगत ढांचों और विकास के मापदंडों में लगभग अदृश्य बने हुए हैं और उनके साथ होने वाली क्रूरता भी अक्सर अनदेखी रह जाती है। इसी महत्वपूर्ण मुद्दे को रेखांकित करते हुए मुंबई में 'इंडिया करुणा कोलैबोरेटिव' (आईकेसी) का शुभारंभ किया गया। यह अपने प्रकार का पहला ऐसा राष्ट्रीय मंच है, जिसका उद्देश्य भारत के जलवायु, सार्वजनिक स्वास्थ्य और आर्थिक विकास के एजेंडा में पशु कल्याण को शामिल करना है। 50 से अधिक संगठनों और व्यवसाय, विज्ञान, सार्वजनिक स्वास्थ्य तथा नागरिक समाज से जुड़े 70 से अधिक नेताओं ने आईकेसी के तहत एकजुट होकर भागीदारी की है। उनका मानना है कि यह अदृश्य आबादी देश की विकास यात्रा का एक ऐसा पहलू है, जो अब तक नीतियों और चर्चाओं में पर्याप्त रूप से शामिल नहीं हो पाया, जबकि इसकी भूमिका अत्यंत महत्वपूर्ण है। इस



फार्मिंग में उपयोग किए जाने वाले पशु संवेदनशील

लॉन के अवसर पर जारी किए गए पोस्टर पर 'आपसी संकट': भारत में पशु कल्याण, मानव स्वास्थ्य और जलवायु परिवर्तन में उन खाद्य प्रणालियों की जड़ में मौजूद परस्पर संबंधों को स्पष्ट किया गया है। जो पशुओं को संवेदनशील प्राणी मान्यता दिए बिना विकसित हुई है। मोतीलाल औसवाल फाउन्डेशन सहसंरक्षण लि. के इशारे हैं, क्योंकि बहुत कुछ जानबूझकर अदृश्य रखा गया है।

अक्सर पर अपने मुख्य भागण में मारिको के संस्थापक और अध्यक्ष तथा आईकेसी के मेटर हर्ष मरीवाला ने कहा कि आईकेसी भारत से केवल 'ज्यादा परवाह करने' की अपील नहीं कर रहा है, बल्कि यह भारत से बेहतर व्यवस्था तैयार करने का आह्वान कर रहा है, ताकि परवाह और संवेदनशीलता हमारे

दूध का उत्पादन तो मापते हैं, लेकिन पीड़ा नहीं

■ हम दूध, अंडे, मांस का उत्पादन तो मापते हैं, लेकिन दुख और पीड़ा को नहीं मापते हैं। इस पीड़ा का पैमाना चौका देने वाला है। भारत में फार्मिंग किए जाने वाले पशुओं में सेकड़ों मिलियन मुर्गियां और गीबरा, लाखों बकरियां, भेड़ें, सुअर और खरबों मछलियां शामिल हैं।

■ नए आंकड़े बताते हैं कि इस विषय को लेकर आम जनता पहले ही जागरूक और आगे है। आईकेसी द्वारा किए गए एक राष्ट्रीय प्रतिनिधि सर्वेक्षण 2026 'वे महसूस करते हैं, हम परवाह करते हैं'।

■ फार्म पशुओं, उनके कल्याण और पौध-आधारित आहार के प्रति युवा भारत का दृष्टिकोण के अनुसार, 70% प्रतिभागियों का मानना है कि फार्मिंग में उपयोग किए जाने वाले पशु संवेदनशील प्राणी हैं और वे पीड़ा महसूस करते हैं। सर्वेक्षण में यह भी सामने आया कि डेवरी उत्पादों के 69% उपभोक्ता और मांस व अंडे के 50% से अधिक उपभोक्ता ऐसे उत्पादों के लिए 10% या उससे अधिक कीमत चुकाने को तैयार हैं, जिनमें पशु कल्याण के उच्च मानक आनाए गए हों।

India Karuna Collaborative launched to address 'invisible animal cruelty'

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MUMBAI: With the aim of integrating animal welfare into the country's climate, public health, policy framework, and economic development agenda, and economic development agenda, the India Karuna Collaborative (IKC), a cross-of-its-kind national platform to address "invisible animal cruelty", was launched in Mumbai on Wednesday.



Co-founder of the Blue Cross of India, Anita Dongre, and other panelists during the launch event.

is that so much of it is invisible by design," said Motilal Oswal, founder and managing director of Motilal Oswal Financial Services Limited and mentor to IKC. "We measure the output of milk, eggs, and meat, but we don't measure pain. And yet, the scale of the pain in India is

Prominent citizens launch initiative to foreground welfare of farmed animals

Joanna Fernandes
@timesofindia.com

Mumbai: Animal welfare in India received a strategic boost this week with the launch of the India Karuna Collaborative (IKC), a network of over 50 organisations and 70 leaders from civil society, science, business and public health. It aims to bring animal welfare—particularly industrial animal farming—into the centre of climate, public health and development conversations.

The platform was launched at Indian Merchants' Chamber Wednesday, drawing prominent figures from business, banking, fashion and science. Among those present were Harsh Mariwala, founder and chairman of Marico; fashion design-

er Anita Dongre, Motilal Oswal, founder and managing director, Motilal Oswal Financial Services Ltd; Amala Akkineni, founder, Blue Cross of Hyderabad; and Gauri Maulikhi, trustee of People for Animals.

Animal welfare is often framed within the narrow confines of compassion (karuna), overlooking the wider consequences of exploitative animal farming practices for public health, the environment and economic development. IKC seeks to foreground these intersectional risks.

A report released by the collaborative—The Interconnected Crisis: Animal Welfare, Human Health, and Climate Change in India—notes that over 1.5 billion farmed animals are embedded in India's daily economic and food systems. Their

cramped and often unsanitary conditions frequently remain unregulated and invisible, making it harder to connect these practices—from breeding and transport to slaughter—to their downstream impacts. Mariwala called on businesses to build operational systems and supply chains that integrate animal care into the processes of production, consumption, regulation and innovation.

Also released at the event were results of a YouGov survey of 3,000 Gen Z respondents on attitudes toward animal welfare. The findings showed 69% of young consumers were willing to pay at least 10% more for products meeting higher welfare standards while 53% said they were open to replacing some or all animal protein with plant alternatives.

Click here to watch [Shikha Sharma & Anita Dongre](#) in conversation with





90 minutes of intense brainstorming – intellectual capital like this has never come together for India's farmed animals ever before.



Moderated by **Vikash Agarwala**, Partner, BCG, the session had India's top leaders deliberating over the causes, effects & solutions to the invisible cruelty in modern supply chains, helping us walk away with actionable ideas.



**When
leaders
speak,
the world
listens...**



Leading the Change

*Connecting the dots between **animals, people and the planet** can help to solve some of the **serious crises** we are facing today.*

Motilal Oswal

*For years, we have spoken about brands with purpose. Today, **we must also build supply chains with purpose**, bringing the same level of ethics, responsibility and operational rigour across the entire system.*

Sanjiv Mehta

*Fastrack regulations and technology to converge in India to **support production of alternative food sources** (that do not use animals).*

Shailesh Haribhakti

***Perseverance will lead to success.**
Happy to be a part of IKC.*

Nilesh Shah

*We can be **conscious about the food we eat and how it's been sourced** not only for the animals but also for the impact it has on our health and systems.*

Shikha Sharma

Over the next year, IKC needs your leadership to:

Co-create a **coalition of leading food & hospitality companies**: Pilot science-grounded welfare standards in modern supply chains

Co-create the **Investor & Banking collective**: Integrate into ESG and stewardship frameworks

Back a **Policy & Narrative track**: Support briefings and public messaging that link invisible animal cruelty in food systems to health, climate, and economic resilience

Partner on **Media outreach**: Shape how print & online outlets frame invisible animal cruelty, food-system risks, supply chains & solutions

Kinder choices. Healthier lives. A sustainable planet.



Thank you *for taking the pledge*

*"I believe that animals are sentient beings and that human, animal, and planetary well-being are interconnected. When animals suffer, people and the planet suffer too. **I pledge to do my best to reduce animal suffering.**"*