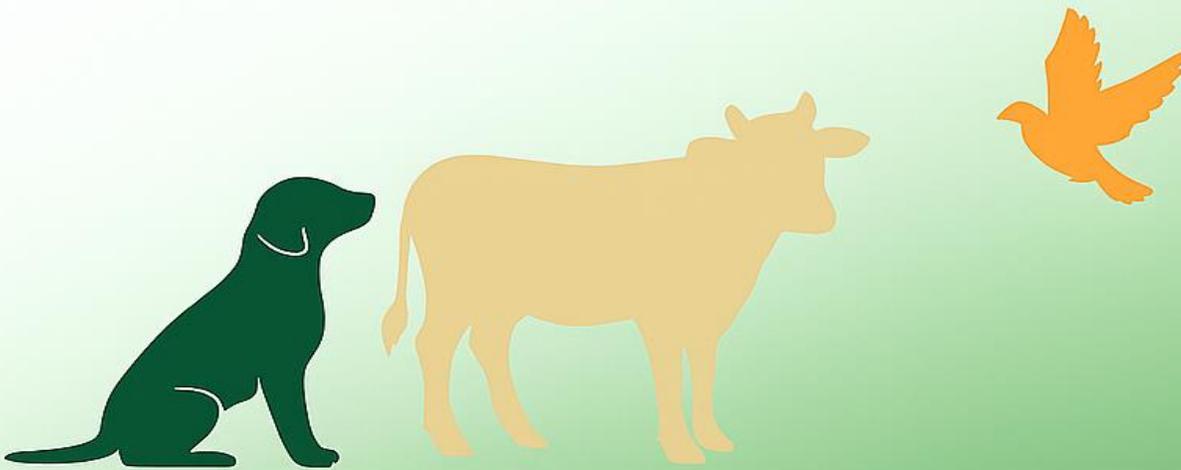


PROJECT REPORT

JEEV DAYA ABHIYAN

**SIGNATURE CAMPAIGN
FOR ANIMAL WELFARE**



SUPPORTED BY CSR

**SUBMITTED BY: UTKAL DEVELOPMENT OF RURAL
ACADEMY**

www.udrahelp.co.in

DATE: DEC-2025

Pradyumna Choudhury

Chairman, UDRA

About

A self-taught individual deeply connected to nature, my journey is rooted in personal challenges and the profound impact of small acts of kindness. Moving away from family ties, I have devoted myself to environmental and social causes.

My decision to pledge my organs to NOTTO (National Organ & Tissue Transplant Organization, India) reflects my commitment to service beyond life. Guided by the principle of “*Service Before Self*,” I have nurtured an unbreakable bond with the natural world, finding solace among trees and animals, and regarding them as cherished members of my chosen family.

Activity

- **Founder**, Utkal Development of Rural Academy | 2013 – Present
- **Primary Caregiver**, Human Co-operation for Stray Animals, India | 2022 – Present
- **Co-founder & Speaker**, Animal Protection Forum of India | 2022 – Present
- **Contributor**, District Society for Prevention of Cruelty to Animals | 2023 – Present
- **Volunteer**, Animal Welfare League (AWL), South Australia | 2023 – Present
- **Honorary Representative**, Animal Welfare Board of India | 2024

Key Contributions & Achievements

- **December 28, 2022**: Spearheaded a 197-day continuous public protest in Odisha, demanding swift enactment of an Animal Protection Law.
- **March 15, 2023**: Founded and established the *Animal Protection Forum of India*, a pivotal initiative driving progress in animal welfare and rights.
- **July 21, 2023**: Organized and led a powerful three-day protest at Jantar Mantar, Delhi, compelling the Government of India to address the urgent need for comprehensive animal protection laws.
- **World’s Longest Animal Rights Protester** – Awarded by the *Noble Book of World Records* (NWR Records No. 24103244).
- **Longest Campaign for Animal Rights Awareness** – Recognized by the *International Book of Records* (IBR Records No. IBR21222).
- **World’s Longest Protest Against the Government for Reformation of Animal Safety & Protection Act** – Recognized by the *Unique World Records* (Unique ID: 2024PP0037).

Summary

The **Jeev Daya Abhiyan – Signature Campaign** is a nationwide movement to awaken compassion for domestic animals—those who live among us, depend on us, and share our daily lives. From cows and buffaloes to dogs, cats, and other companions, this campaign calls upon every citizen to protect, respect, and care for the animals that give us love, nourishment, and service.

Guided by the motto:

“Jab tak janwar surakshit nahin, tab tak hum rukenge nahin.”

This Abhiyan is a pledge to spread kindness, raise awareness, and demand stronger laws to stop cruelty against animals. Through signatures, awareness drives, and collective action, it spreads the message that animals are not voiceless—they are part of our families and communities. Together, we can build a society where empathy drives change and every animal lives with dignity.

Introduction

India’s culture has always recognized the special bond between humans and domestic animals. Cows are revered as mothers, dogs as loyal guardians, cats as gentle companions, and countless others as partners in our homes, streets, and villages. They feed us, protect us, and walk beside us through life—yet too often, they face neglect, abuse, and abandonment.

The **Jeev Daya Abhiyan** seeks to bridge the gap between tradition and reality. It is not just a campaign—it is a people’s movement urging every citizen to rise with compassion, to protect and care for the animals that depend on us.

This Abhiyan carries a dual mission:

1. To spread kindness through everyday acts of humanity, such as feeding a stray or safeguarding cattle.
2. To fight for systemic change by reforming outdated animal protection laws, ensuring that cruelty never goes unpunished.

Together, with our voices and actions, we can ensure that no domestic animal is left hungry, abandoned, or mistreated—and that compassion becomes the true legacy of our nation.

Legal Framework & Challenges

Jeev Daya Abhiyan – 25,000 km Signature Drive across 21 States & 3 UTs

India has long-standing laws such as the **Prevention of Cruelty to Animals Act (1960)** and the **Wildlife Protection Act (1972)**, along with constitutional directives to show compassion toward living beings. Yet, decades later, these laws remain outdated, weak, and poorly enforced. Penalties are minimal, enforcement is fragmented, and millions of domestic animals continue to suffer neglect and cruelty every day.

As the Jeev Daya Abhiyan travels 25,000 km across India, one reality becomes clear: **without urgent reforms and stronger implementation, animals—whether cows, dogs, buffaloes, or goats—will remain vulnerable.**

Key Challenges

- **Weak Laws:** The PCA Act of 1960 imposes fines as low as ₹50, making cruelty practically “legal.”
- **No Uniform System:** States and UTs differ widely in animal protection enforcement.
- **Lack of Infrastructure:** Very few government-supported shelters or gaushalas exist.
- **Unregulated Institutions:** Many unauthorized shelters operate without accountability, often harming animals instead of helping them.
- **Poor Monitoring:** Street animals remain untracked, unvaccinated, and unprotected.
- **Low Awareness:** Citizens are often unaware of their constitutional duty toward animals.

Our Demands for Legal & Policy Reform

1. **Animal Shelters in Every Block & District** – Government-built, NGO-managed.
2. **Ban on Beef & Cattle Transport** – To stop illegal slaughter and cruelty.
3. **Street Animal Identification & Monitoring** – Volunteer-driven tagging and care systems.
4. **Volunteer Training Centres** – For first aid, vaccination, animal counting, feeding, and education.
5. **Regulation of Shelters** – Close unauthorized gaushalas/shelters; recognize only approved ones.
6. **Education Reform** – Make animal welfare a compulsory subject in schools and colleges.
7. **Annual Animal Census** – With nationwide counting and tagging programs.
8. **Stricter Punishment** – 3–10 years imprisonment and ₹3–7 lakh fines for cruelty.
9. **Vaccination & Birth Control Programs** – Regular ABC and vaccination drives with government-NGO collaboration.

Why This Matters

These demands are not optional—they are essential. Without proper infrastructure, strong laws, and active community involvement, India cannot claim to protect its animals. Reforming the framework will not only prevent cruelty but also create a compassionate nation where every domestic animal is safe and cared for.

“Jab tak janwar surakshit nahin, tab tak hum rukenge nahin.”

Objectives of Jeev Daya Abhiyan

- Prevent cruelty through strict laws and penalties.
- Promote responsible ownership of domestic animals.
- End illegal transport and slaughter of cattle.
- Regulate shelters and gaushalas effectively.
- Improve veterinary care, vaccination, and sterilization access.
- Raise awareness through schools, colleges, and communities.
- Enforce accountability with jail terms and heavy fines.
- Integrate animal welfare into cultural and educational systems.

Our Solution

- **Awareness & Advocacy:** Launch India’s largest **25,000 km Signature Drive**.
- **Community Sensitization:** Highlight human-animal bonds through outreach activities.
- **Volunteer Network:** Train volunteers across districts in rescue, care, and advocacy.
- **Legislative Action:** Push for reforms to update the PCA Act (1960).

Ethical Practices & Advocacy

- Ban cruelty in all forms, including illegal cattle transport.
- Promote eco-friendly and humane animal husbandry practices.
- Revive compassionate Indian traditions of animal care.
- Advocate against cruelty-driven industrial livestock farming.
- Support farmers with animal-friendly livelihood opportunities.

Activities & Campaign Tools

Signature Drive & Motor Rally

- Cover 25,000 km in 300 days.
- Conduct roadshows, plays, and interactive workshops.
- Use branded vehicles and the *Animal Protection Chariot*.
- Engage students, farmers, activists, and policymakers.

Animal Protection Chariot

- A mobile platform with exhibits, workshops, and awareness programs.
- Stops at major cities, towns, and villages.
- Showcases cultural and ethical importance of animal welfare.

Programme Schedule (Simplified)

1. **Pre-Event Planning** – Feasibility, permits, budgeting.
2. **Awareness & Outreach** – Campaigns, posters, media.
3. **On-Ground Mobilization** – Rallies, chariot exhibitions, camps.
4. **Community Engagement** – Farmer, student, and NGO meetings.
5. **Policy Dialogue** – Present charter of demands to lawmakers.
6. **Post-Campaign** – Submit petitions and consolidate signatures.

Volunteer Methodology

1. Legal & Administrative Volunteers

- Roles: Outreach, Legal, Signing Authority, Driver.
- Tasks: Permissions, government liaison, banners, halting points, VIP invites.

2. Coordination Volunteers

- Roles: Project Coordinator, Assistant, Programme Coordinator.
- Tasks: Organize events, mobilize locals, host dignitaries.

3. Support & Welfare Volunteers

- Roles: Assistance, Food, Animal Care, Field Volunteers.
- Tasks: Lodging, refreshments, first-aid, animal care, logistics.

Execution Flow: Legal/Admin → Coordination → Support Teams.

Completion Roadmap

- **Preparatory Phase (2–3 Months):** Recruitment, logistics, partnerships.
- **Design & Preparation (3–4 Months):** Vehicles, training, outreach materials.
- **Outreach & Mobilization (Campaign Period):** Signature collection, awareness events.
- **Evaluation & Monitoring:** Track progress, feedback, real-time impact.
- **Documentation & Dissemination:** Reports, media, case studies, future roadmap.

Equipment & Resources

- **Outreach Materials:** Posters, multimedia, promotional items.
- **Health & Safety:** First-aid kits, emergency supplies, animal care kits.
- **Communication Tools:** Radios, mobiles, sound systems.
- **Logistics Setup:** Tents, chairs, generators.

Implementation

Duration

The **Jeev Daya Abhiyan Signature Campaign** is planned to run for **10 months (approximately 300 days)**. This timeframe provides ample scope for outreach, community engagement, and sustained advocacy efforts across India.

Location (Proposed Route)

West Bengal: 1.Kharagpur,2.Kolkata, 3.Durgapur,4.Asansol

Bihar : 5. Deoghar, 6. Patna, 7. Gaya,

Jharkhand: 8. Ranchi,9. Jamshedpur,

Chhattisgarh: 10. Bilaspur,11. Raipur

Madhya Pradesh:12. Jabalpur,13. Chhatarpur,14. Ujjain,15. Indore,16. Bhopal

Telangana: 17. Warangal,18. Hyderabad,19. Suryapet

Andhra Pradesh:20. Visakhapatnam,21. Vijayawada,22. Nellore,23. Tirupati

Tamil Nadu:24. Chennai,25. Tiruchirappalli,26. Madurai,27. Rameswaram,28. Coimbatore

Puducherry:29. Puducherry

Kerala:30. Thiruvananthapuram,31. Kochi.

Karnataka: 32. Mysuru,33. Bengaluru,34. Davanagere,35. Hubballi

Goa:36. Panjim

Maharashtra:37. Kolhapur,38. Pune,39. Mumbai,40. Thane,41. Nashik,42. Nagpur

Daman & Diu:43. Daman

Gujarat:44. Surat,45. Vadodara,46. Ahmedabad,47. Rajkot,48. Dwarka,

Rajasthan:49. Udaipur,50. Jodhpur,51. Ajmer/Bhilwara,52. Jaipur

Haryana:53. Gurugram,54. Rohtak,55. Panipat,56. Kurukshetra,

Chandigarh:57. Chandigarh

Punjab:58. Ludhiana,59. Amritsar

Jammu & Kashmir:60. Jammu

Himachal Pradesh:61. Dharamshala,62. Shimla

Uttarakhand:63. Dehradun,64. Rishikesh,65. Rudraprayag,66. Badrinath,67. Almora,

68. Rudrapur

Delhi:69. Delhi

Uttar Pradesh:70. Mathura,71. Kanpur,72. Lucknow,73. Ayodhya,74. Gorakhpur,

75. Prayagraj,76. Varanasi,

Odisha:77. Balasore,78. Bhadrak,79. Cuttack,80. Bhubaneswar,81. Puri

Conclusion

The **Jeev Daya Abhiyan Signature Campaign** represents a powerful call to action for the welfare, rights, and conservation of animals in India. Rooted in **compassion, education, and advocacy**, the initiative seeks not only to raise awareness but also to inspire responsibility and collective action.

Through sustained outreach and organized signature drives across the country, the campaign aims to:

- Engage diverse communities.
- Influence public attitudes and behaviors.
- Advocate for stronger laws and policies that protect animals.

By uniting people under a shared commitment to kindness and stewardship, **Jeev Daya Abhiyan** aspires to build a future where animals are protected, respected, and valued as an essential part of our shared world.