

OCTOBER 2023

IN A REVIEW



Navratri Food Giveaway in Rajkot

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From Plate to Planet: How Cities Paved the Way **in October**

Hyderabad:

October 2nd: We conducted an outreach event and reached out to around 60 people, and more than 100+ people read out the placards. [Instagram Link](#)

October 8th: A vigil was held in a dairy farm. One of our volunteer's cousins attended this vigil, and he was unaware of the horrors of the dairy industry [Instagram Link](#)

October 15th: An educational talk was organised on the occasion of Abdul Kalam Jayanti. Around 70 people attended this program [Instagram Link](#)

October 22nd: Another outreach event took place. We reached out to around 50+ people in this outreach [Instagram Link](#)

October 29th: An educational drive was conducted. We reach out to around 60 students in this event. [Instagram Link](#)



Lucknow:

October 7: Screening of MKD at Village Ullaha, Colonelganj, Gonda. [Instagram Link](#)

October 19: Screening at JP Memorial College. [Instagram Link](#)



Sasaram:

October 1st: We organised a cleanliness drive under the 'Swachta Hi Seva' program in collaboration with the NSS unit of GNSU at the GNSU Campus, Sasaram. The event included a campus-wide march and a cleanliness drive with nearly 60 participants. [Instagram Link](#)

October 15th: A small vigil was organised in the chicken market at Sasaram. [instagram Link](#)

October 19: An MKD Screening was organized at Chanakya Global, Gaurakshni, Sasaram. Approximately 70 people participated. [Instagram link](#)



Pune:

October 6: MKD Screening at Bharati Vidyapeeth Institute of Environment Education and Research Pune. [Instagram Link](#)

October 11: MKD Screening at DY PATIL College Pune. [Instagram Link](#)



Auroville:

October 23: A Street and Bicycle Outreach event was organised. Through this event, we reached out to 30 to 40 people by cycling and talking to individuals regarding veganism and the Plant Based Treaty.



[Instagram link](#)

Mumbai

1 October

Fake dog meat Outreach

https://www.instagram.com/reel/Cx26B6_Kb8y/?igshid=MzRlODBiNWFlZA==

2 October

Gandhi Jayanti traffic signal Outreach

https://www.instagram.com/reel/Cx5bY3_p8g1/?igshid=MzRlODBiNWFlZA==

7 October

Vegan Outreach at Carter road

<https://www.instagram.com/reel/CyGWfnwJ33u/?igshid=MzRlODBiNWFlZA==>

15 October

Juhu beach vegan Outreach

<https://www.instagram.com/reel/Cya7iXUKr8X/?igshid=MzRlODBiNWFlZA==>



25 October

Mkd screening at B.B. Jadhav high school and junior college Mumbai (2nd screening)

<https://www.instagram.com/tv/Cy0XQOnK3r6/?igshid=MzRlODBiNWFlZA==>

27 October

Mkd screening at Maratha ashram Mumbai

https://www.instagram.com/tv/Cy5n883K_Sb/?igshid=MzRlODBiNWFlZA==



28 October

Mkd screening in a chawl Mumbai

<https://www.instagram.com/tv/Cy8trgoqFrh/?igshid=MzRlODBiNWFlZA==>

31 October

Mkd screening at Chinchauti chawl Mumbai

https://www.instagram.com/reel/CzEK5b_KYRI/?igshid=MzRlODBiNWFlZA==

Rajkot

29th October

MKD screening at Rotary midtown library, Rajkot

<https://www.instagram.com/reel/Cy-UNImK9Hz/?igshid=MzRlODBiNWFlZA==>

2nd October

MKD 2nd screening at Shilpan Nova

<https://www.instagram.com/reel/CyLTPhkKsEl/?igshid=MzRlODBiNWFlZA==>

3rd October

MKD screening at Atmiya University

<https://www.instagram.com/reel/Cy2RZk1JebR/?igshid=MzRlODBiNWFlZA==>

23rd Oct

Vegan Prashad distribution in Navratri

<https://www.instagram.com/reel/Cy3A1wWq8rE/?igshid=MzRlODBiNWFlZA=> =

Delhi

Screening at Ramanujan College [Instagram link](#)

Volunteering at Ekatva festival [Instagram link](#)



Navratri 2023

Animal Save India Partners with Plant Based Foods Industry Association for Climate-Resilient Food in Plant-Based Navaratri Campaign

The 3rd Edition of the Plant Based Navaratri Campaign was in full swing from October 15th to October 24th, with a mission to encourage individuals to embrace a plant-based lifestyle. Themed "Navaratri Se Shubharambh - Switch to Plant-Based Foods," the campaign focuses on addressing climate change, promoting better health and advocating for animals. The campaign emphasises the benefits that plant-based foods offer, making them non-exploitative towards animals as opposed to animal-derived ingredients.

The campaign has received support from various organisations in partnership with Plant Based Foods Industry Association (PBFIA), including **Animal Climate Health Save India** and many others, to spread the message of compassion and veganism. Sanjay Sethi, Executive Director of Plant Based Foods Industry Association (PBFIA), passionately expressed the campaign's mission, stating, "The Plant-Based Navaratri Campaign is a movement that aims to educate and inspire as many individuals as possible, addressing their questions and guiding them toward embracing plant-based foods as a positive lifestyle change."

The campaign gained the active participation of youth and individuals in various cities who organised outreach programs, food-tasting booths and other public events. **Animal Climate and Heath Save India** organised many of these events in collaboration with PBFIA and its supporting partners.



On 20th October, which coincided with [International Chef Day](#), [a panel discussion and activities such as food tasting and cooking demos were also organised at the Indian Institute of Hotel Management, Mumbai](#). Participating companies include Born Reborn, Continental Greenbird, Blue Tribe, Evo Foods, GoodDot, Greenest, goCore Superfood, Grabenord, Get Sain, Hello Tempayy, Hemp Horizons, Plantmade, Plantaway, Plantwise, Shaka Harry, Seaspire, Urban Platter, Vezlay, Vegan Dukan, Wakao, WhiteCub, and many others. The food tasting showcased a vibrant array of foods, such as plant-based kebabs, plant-based chicken nuggets, millet-based dishes and much more!



As part of the campaign, [a significant webinar was held on October 22nd](#), bringing together individuals from around the world to celebrate and discuss the importance of choosing plant-based foods. The event also explored the use of plant-based nutrition for various health conditions. Aparajita Ashish, the Director of **Animal Climate and Health Save India**, was also part of this panel, including diverse people from brands such as Dancing Cow and Ubuntu Eats and organisations such as Proveg International.

The campaign was taken to social media platforms by **Animal Climate and Health Save India** for 9 days, wherein helpful content relevant to the significance of adopting a plant-based diet was shared alongside [Navaratri special recipes](#) that people can easily make at home.

We received media coverage via ZEE News for this 9-day campaign. [Read more here.](#)

Social Media- Deep Glance

Youtube :

Subscribers gained : 29 Subscribers (7% more than Sept)

Watch time (Hours) : 57.1 (48% more than Sept)

Total views : 9,431

Most watched reels : <https://youtube.com/shorts/Toc-ihBtsiU?si=b76-IXxjJmjRSx5a>
And https://youtube.com/shorts/2v8Yd-wMZP0?si=UAze5b_CtRoelZLp (Both 2.5k views)

Linkedin :

Followers gained : 38 (11% more than Sept)

Page views : 127 (130.9% more than Sept)

Unique Visitors : 42 (100% more than Sept)

Instagram :

Followers gained : +548(2.6% more than Sept)

Accounts reached : 4,35,623(of which 420k are non followers) (14.2% more than Sept)

Most watched reel :

https://www.instagram.com/reel/Cx5QaG2Jmhs/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA== (Views - 83.7k)

Facebook :

Followers gained : 343

Facebook reach : 115,933 (4.4% more than Sept)

Most watched reel : <https://www.facebook.com/reel/861219235330974> (10.2k)

Twitter :

Followers gained : 8

Impressions : 11.2k (4.2% more than Sept)

Initiatives

Project	Description	Status
Maa Ka Doodh Movie Screenings	We reached 1,900 people in October through our screening across various locations in Rajkot, Delhi, Jabalpur, Pune, Sasaram, Mumbai and Gonda.	In progress ▾
Outreaches	40 outreaches and public demonstrations took	Completed ▾

	place across various cities like Mumbai, Kolkata, Sasaram and Hyderabad, attracting 4k people through various forms of activism like train activism, posters outreach, street outreach, demonstrations and more, enlightening them regarding veganism and the exploitation animals go through in various industries.	
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Month in a Nutshell

During the month of October, our organisation actively engaged in various outreach events, educational talks, screenings, and clean-up initiatives across multiple locations. The events received enthusiastic participation and were successful in raising awareness about important causes.

Our organisation remains committed to its mission, and we look forward to more impactful events and activities in the coming months.



Vigil in Hyderabad