Beauty Without Cruelty
AN INTERNATIONAL EDUCATIONAL CHARITABLE TRUST

INDIA BRANCH: 4 PRINCE OF WALES' DRIVE, WANOWRIE, POONA 411 040. TEL. 64321. GRAMS: "AHINSA"

International Jt. Persidents
Ms. Virginia McKenna
Mr. Bill Travers

INDIA BRANCH
President
Mr. Akbarali H. Jetha

Vice President
Ms. Nalini Z. Mehta

Chairperson
Ms. Diana Ratnagar

Hon. Secretary
Ms. Pilu Dady

Hon. Treasurer
Mr. D.R. Ratnagar

Committee Members
Mr. C.D. Beaman
Dr. M.M. Bhamgara
Mr. Dinesh Bhansali
Mr. V.H. Dalmia
Ms. Mehr Davis
Ms. Jeannie Hodiwalla
Mr. Noshir K. Irani
Mr. Ramesh K. Jhaveri
Mr. Sudershan Kumar
Mr. S.M. Masani
Ms. Nergish K. Plumber
Ms. Crystal Rogers
Dr. Surendra T. Shah
Mr. Madan Lal Sharma
Mr. Frank Simoes

Director, Bombay Centre
Ms. Sheela Dandekar

Director, Surat Centre
Mr. Pravinchandra M. Zaveri

Editor
Mr. S.M. Masani

Contents
Editorial 2
From my desk ... 3
Cockatoo 4
House to let 4
Barbarism 4
The intelligence of crows 5
The sparrow 5
Do you know ? 5
Compassion for trees 6
All living creatures 6
Newspicks 7
Horses 8
Pregnant Mares 9
The Beast 9
Man your second name is .... 10
From you to us, Compassionately 11
75,000 Marine Turtles killed in Orissa every year 12

Newsletters 14

Cover
Horse
Illustration
Ms. Sushama Durve

Beauty Without Cruelty is a way of life which causes no creature of land, sea or air, terror, torture or death.

AFFILIATED ORGANISATIONS
EDITORIAL

In the commercial and industrial world, oils play a significant role and they fetch fabulous income for their producers. They are of mineral, vegetable or animal origin. The animal oils comprise fish and whale oils, seal oils, tallow, etc. and are used as food or in soap and margarine manufacture or as lubricants. As Beauty Without Cruelty frowns on slaughter of animals, it tries to find suitable alternatives which can replace products obtained from killing of animals.

Old habits die hard with the result that if we are accustomed to using a certain brand of oil or for that matter, any type of amenity based on long usage, we do not like to give it up, irrespective of any consideration whether its use involves cruelty or torture to a living creature. If we can have whale oil for satisfying any of our needs, we will not stop to think that the product we love or like so much has necessitated the slaughter of whale. Cowper said: "I would not enter on my list of friends the man who needlessly sets foot upon a worm." This notion of love for animals or valuing the life of an animal as much as ours has not progressed satisfactorily.

Jojoba oil is a promising humane alternative to whale oil. Well located and well managed plantation development companies are involved in Jojoba production and utilization. It is a highly effective substitute to sperm whale oil obtained from the mass slaughter of whales, now considered an endangered species. As it is an oil-yielding desert shrub, it has been the subject of much scientific research. In recent years it has attracted world wide attention. Working to stop exploitation of animals for luxury trades, Beauty Without Cruelty has procured Jojoba seeds from U.S.A. for distribution among the growers and cultivators of this oil-yielding commercial commodity. The oil extracted from the seeds is considered superior in many respects to that recovered from slaughtered whales. Conclusive research proves Jojoba to be a highly important and economically feasible agro-industry, with enormous commercial potential. After oil extraction, the Jojoba seed is used as a protein cattle feed and nitrogen fertiliser. Its shrub is excellent as a natural food source in zoos.

Industry and agriculture both benefit from Jojoba. It grows on soils with marginal fertility and thrives in deserts and on hill sides where no other money crop can survive. It requires less attention than any other commercial crop. Apart from having qualities similar to those of sperm whale oil, it has a wide range of industrial, commercial, pharmaceutical and energy conservation uses. Due to U.S.A. ban on all sperm whale products in the last few years, there has been intense activity in scientific, chemical and agronomic research on the Jojoba plant and its oil. A large scale commercial cultivation of this crop is required to supply the world markets which await the Jojoba oil.

S. M. MASANI

This issue has been kindly sponsored by
Welcomegroup SEA ROCK
FROM MY DESK...

Beauty Without Cruelty (India Branch) is proud to inform its Members that two new Centres are under formation – at Bangalore and Madras.

Mr. Sudershan Kumar, who is our Executive Committee Member will now be the Director of the BWC Bangalore Centre. With his enthusiasm and the keen support of our fast growing membership at Bangalore, we are sure the Centre will go a long way in furthering the BWC movement.

The BWC Madras Centre Director will be Mr. S. Chinny Krishna, who has had considerable experience in the animal welfare field. More and more people in Madras are becoming aware of BWC and now with a Centre being established in the city, the BWC cause is bound to benefit.

Fund raising is as important an aspect for Beauty Without Cruelty as the actual day to day work of furthering the movement’s aims. Without the necessary contributions it would be next to impossible for our organisation to expand or gain achievements. With this in mind, after an interval of six years, we plan to hold a fund raising programme. We therefore request each and every member to please do their share and help in collecting advertisements for the souvenir we will be bringing out on the occasion of our 10th Anniversary. Donations, both big and small, will be most welcome.

On 12th May, 1984, the BWC Bombay Centre held its Second Annual Get-together of Members and their friends. We were pleased that many more people participated this year. An announcement was made that Beauty Without Cruelty (India Branch) would give a special gift to the Member who enrolled the most number of Life Members during the 10th Anniversary Year. (This applies to Members throughout India.)

Since Beauty Without Cruelty began its Greeting Cards Scheme, the designs have only been circulated around September every year, however, this year, due to several requests, the Aroma Greeting Cards will be available by July 1984. We therefore appeal to all our Members to place their orders well in advance to avoid a last minute rush.

Beauty Without Cruelty is very pleased to announce that the Aroma Beauty Parlour will be opening in Poona. Only those products which are manufactured as per BWC specifications will be used at this Beauty Parlour. Also Aroma shampoos and creams will be made available through a mail order service. We look forward to the support of Members and well wishers who wish to use cruelty-free cosmetics only.

I am sure our readers will be interested to know of a true story concerning one of our Beauty Without Cruelty members, Mr. Carl Munshi. When in 1960, Mr. Munshi bought some land at Bangalore, there were only two sandalwood trees on the estate. A great number of birds started inhabiting his farm, but being an animal and bird lover he did not try to get rid of them. In fact he deliberately grew particular types of trees to attract more birds. His love for birds has resulted in his being highly rewarded with over 1,000 self-sown saplings, worth a fortune. (It is understood that a sandalwood seed will germinate most satisfactorily if it has passed through the digestive track of a bird.)

DIANA RATNAGAR
Chairperson

The survival of man is dependent on the survival of animal and plant life.
COCKATOO

Consider a cockatoo flying with its flock high over the treetops. Next think of the same bird trapped, jammed into a cage and sold in a pet shop.

It could live for many decades in the misery of this cage, deprived of everything but life itself. It has lost its social group, its freedom of movement, its access to natural foods; it cannot bathe, bask in the sun, or scratch the soil. Often it screeches day and night, the same cry that kept the flock together and warned of danger.

Courtesy: OUTCRY

HOUSE TO LET

R. M. HILL

There's a house to let, it is small 'tis true
But surely comanding a splendid view;
It is only a year since they built it there,
The snug little home they had planned with care;

But it's empty now, and to let, I see,
The sparrow's nest in the old oak tree.

Courtesy: WOMAN'S WEEKLY

BARBARISM

Every year in the Spanish town of Carpio De Tajo, near the popular resort of Toledo, live geese are strung up by their feet, on a line, and "brave" horsemen ride up to the terrified birds, at speed, and try to pull off the animals head. The horsemen can have up to ten attempts while large crowds gather to watch. Each time a rider attempts to decapitate the bird a large cheer comes from the mindless crowd.

Courtesy: FLESH AND BLOOD

From Beauty Without Cruelty, Printed in India, April-June 1984.
THE INTELLIGENCE OF CROWS

K. D. MUTHANA

It is interesting to watch the behaviour of birds and specially of crows. Wherever water pots are hung on the branches of trees for birds, it is fascinating to watch the types of birds namely pigeons, sparrows, bulbuls, babblers, parakeets, doves, mynas, sunbirds, crows and other smaller birds perch on the pot to drink. Once the birds get used to certain water pots they visit them regularly and sometime baffled when the water level is not replenished or the pot is empty. Invariably, it has been seen that crows consume the maximum share from the pot. It is interesting and surprising to observe a crow carrying in its beak a dried piece of bread (chapati) and placing it inside the water pot for a couple of minutes, then it picks up and settles down on a higher branch to consume it. Thus it is evident that the object of placing the dried piece of bread is to soften it for easy consumption.

Another instance observed was that when a crow is about to build its nest, it picks up lots of small thin sticks from all over like any other bird. When it gets hold of a small lump of coconut fibre, it carries the same and places it inside the water pot for a few minutes. The thoroughly soaked bit of fibre is picked up and the crow settles down on the ground. By pressing the lump of fibre on the ground with one claw, the crow peels off small strips with its beak and thus manages to use the entire lot for its nest. Such intelligence is probably noticeable in the case of crows only.

Courtesy: B.N.H.S.

THE SPARROW

IVAN TURGENEV
(A great Russian novelist, 1818 - 1883)

I was returning home and took the garden path. My dog walked in front of me. Suddenly he stood still, then he began to crawl as though he scented game. I looked along the path and saw on the ground a white sparrow with yellow around his beak and downy fluff upon his head. He had fallen out of the nest (the wind was shaking the branches of the trees along the path). There he lay motionless, his little wings spread out impotently.

My dog approached him slowly, when suddenly, an old sparrow with a black breast tore himself from a nearby tree and fell like a stone in front of his muzzle. Ruffled and terrified he hopped several times with a pitiful cry in front of the gaping jaws then hurled himself in protection of his offspring covering him with his body. Trembling with terror his little voice became wild and hoarse. Paralysed with fear he sacrificed himself. What an enormous monster the dog must have appeared and yet he could not stay in safety on the branch, a power stronger than his will had thrown him down.

My dog Treasure stopped and drew back, one believes he too had sensed this superior power. I quickly called the slightly confused dog and went away full of respect. Do not laugh: I bowed respectfully before the heroic little bird and his impulse of love.

And, I thought, love is stronger than death and the fear of death and it is only by love that life is sustained and its rhythm continues. Courtesy: THE ARK

DO YOU KNOW?

There is literally, a one in a million chance of finding a NATURAL PEARL. When a piece of grit embeds itself in soft body tissue, the oyster wraps it in a nacre which forms into a natural pearl. Similarly, using a pair of surgical tongs to hold the valves open, an incision is made in the oyster, and gravel put in. Seven long years of agony produces a CULTURED PEARL. A single pearl, whether cultured or natural, represents hundreds and thousands of shells being opened up and discarded, resulting in the death of each of these oysters.

From Beauty Without Cruelty, Printed in India, April-June 1984.
COMPASSION FOR THE TREES

JULIETTE DE BAIRACLI-LEVI

Modern man must have more compassion for the trees of the world.

Not only the beasts and the birds are in need of man's compassion, the trees in this modern ruthless era also have dire need.

Modern man has lethal weapons of destruction to use at will against the trees. I will not write here about the harm done to tree health by mass spraying with poisonous chemicals, here I am writing about the actual large-scale destruction of trees worldwide.

The worst tree weapons in man's hands are the bulldozer and the electric saw.

The bulldozer, in common use in modern road-making, can uproot and crush great trees which often have stood proudly on the earth during centuries, symbols all of them of God's creative genius (for in the words of a song: only God can make a tree with a nest of robins in its hair).

In Israel, years ago, when the water-pipe-line from the shores of the Lake of Galilee to the distant deserts of the Negev was built, many eucalyptus trees were sacrificed. These trees, with their vast roots tapping the lake waters, were truly of cathedral size. They towered up into the sky and they cooled the often unbearable summer air of Tiberias. They gave shelter over a large area of space for both man and animal, and they provided nesting places for doves and the quite rare (and wonderful) Smyrna kingfisher and this tree foliage filled the air with its unique whispering, rustling music, like distant harps.

I saw the widening of a rough road through our Rosh Pinna Valley. The bulldozer was at work. Many olive trees which stood in the way of that powerful machine were uprooted and then crushed into the dust. Those olive trees bowed their silver heads and shivered under the impact of the machine and died painfully, taking with them many birds' nests: for the olive, being an evergreen tree, attracts nesting birds.

When war comes to any area of the world the trees all around are felled by tanks and ripped and burnt by shells and bombs.

In Biblical times God ruled that even in war the fruit trees must not be harmed ("for they are man's bread").

To this day primitive races, when they have to cut down trees, first make sympathy offerings to the tree spirits. They pour wine around the roots and bury bread and cakes and crush eggs. Then after several days they return to take the trees.

Do trees have spirits? Each person has individual opinion concerning this. I only know that my trees, wherever I have planted them, are as dear to me as my children and my animals. In Galilee I have grown many of my trees from seed and they are now bearing excellent fruit.

At night I pray for the protection of my trees - along with the rest of my family of humans, animals and birds.

Courtesy: COMPASSION

ALL LIVING CREATURES

Those who belittle, mistreat or harm other living creatures have not realised the consequences to themselves.

Many creatures must die, for one non-vegetarian to live.

A happy family can exist only when all living creatures are included.

A city cannot be built without driving out other living creatures.

Reprinted from the book REFLECTIONS II by permission and subject to the copyright of the author AKBARALI H. JETHA.
NEWSPICKS


'Skin' trade from Delhi

Delhi has developed into a dry port for clandestine trade in skins—cured and uncured of precious wild life. Poachers and traders are able to elude the wild life protection authorities and bring these possessions to a point from where they could be smuggled out.

No wonder the wild life department of the Delhi administration last year made a rich haul of seizures of 905 live animals, 203 dead animals, 35,712 cured skins, 4,427 uncured skins and 6,384 articles made of wild animals protected by law.

Among the live animals seized from poachers were 300 turtles, which were later released in the Yamuna under the orders of a court. The value of the cured and uncured animal skins and articles made of wild animals thus seized during raids on firms, indulging in this clandestine trade, is put at around Rs. 10 lakhs.

Indian Express, April 14, 1984.

To improve image

The South Korean Government has banned restaurants from serving traditional soups made from dog and snake meat to improve the country's image for the 1986 Asian Games and 1988 Olympics.

A Government statement said the ban would take effect throughout the country. Both snake and dog are eaten in several Asian countries, including China.

Seoul civic authorities reported that 300 dog meat soup shops which had served the dish in the capital had been closed and others were being phased out.

Dog meat soap (boshintang) is believed by many Koreans to help invigorate health during the hot summer months. Snake meat soap is traditionally served in the cold, winter months.

The ban has caused a lively debate in Seoul newspapers with readers' letters complaining that local habits formed over hundreds of years should not be changed to suit foreigners.


Bambaiya

Hey, waiter!...how can you give me tea with a dead fly in it?!

This is nothing...heard of beef tallow in Vanaspati...and rennet in cheese?...huh...

From Compassionate Friend, Beauty Without Cruelty, India, April-June 1984.
HORSES
HART-DAVIES

How long have there been horses?
There have been horses in the world much longer than people - about 50 million years. It’s hard to imagine such a period of time! But we know now that horses were once as small as foxes. They lived in thickets and had toes on their feet. Horses didn’t get bigger until much later. Because they lived in the open plains, on hard ground, they gradually lost their toes completely. The part corresponding to the middle finger in humans, formed a hoof. That is why horses belong to the family of hooved animals called ‘ungulates’.

What exactly is a herd?
A group of horses in a field, stud farm or breeding stables is usually called a ‘herd’. Really, this is wrong. A true herd consists of whole families of horses – stallions, mares and foals.

Wild horses once lived together in herds with a quite definite ‘ranking’ order. This order can still be seen in the herds which man has created. The leader is usually a stallion. Leadership is established by fierce battles between the stallions of the herd. The strongest and fiercest wins, and is then recognised by all the others as the leader.

How long does it take for a foal to be born?
A foal is in its mother’s womb for 330 days – that is eleven months or nearly a whole year. The foal is already completely developed when it is born. All animals who move around a lot and have no permanent home, must bring their young into the world fully developed. The new-born animals must stand up and walk almost immediately. They must all move on to look for new pastures or to reach safety. Horses are animals of this kind. That is why a healthy foal tries to stand up only an hour after it is born. A few hours later it can stand properly, take milk from its mother’s teats and walk - a little unsteadily at first. It is amazing how quickly this happens when you think how long it takes for a human baby to learn to stand for the first time. A foal opens its eyes shortly after birth and is probably dazzled at first by the bright light. But soon it is alert and can see, hear and smell.

What do horses like to eat?
Horses are not generally fussy eaters - unlike some humans! Horses are pure vegetarians. In the wild they usually eat grass and they still like eating fresh meadow grass best of all. Horses in stables are fed mostly on oats and hay.

Horses like oats, grass and hay but if you want to reward them with a titbit for working well, then carrots are a good thing. They are sweet and rich in vitamins and a real treat for a horse.

‘If you have no fresh carrots, then you could give a horse salt as a reward. Horses like licking it, even from people’s hands. Sugar is not very good for horses, and many of them don’t like it at all.

Do horses sleep standing up?
Not usually. Healthy horses lie down to sleep. But they are so well balanced on their four legs that they can doze, or even sleep properly, standing up. Old or sick horses, who are afraid they won’t be able to get up again, regularly sleep standing up.

How long do horses live?
That varies a lot. Some breeds live longer than others. For instance, the beautiful gray Lipizzaners can live for a very long time. They can be seen in dressage performances at the famous Spanish Riding School in Vienna and some stallions which seem very young and sprightly, are more than 30 years old! But many horses are old when they reach 16 or 18, especially those used for riding and sport. Age depends on how they are looked after. Horses which have healthy exercise, without the burden of a heavy rider, live longer than those used for tiring sports. Horses have been known to live for more than 40 years, but they are exceptions.

Courtesy: HORSES AND RIDING
PREGNANT MARES

Estrogen, as most people know, is used in a variety of products, including creams and lotions. But what the public is not aware of is how this substance is obtained. It is manufactured from the urine of pregnant mares. These mares must be pregnant or the urine is valueless.

To meet the demands of drug and cosmetic manufacturing companies making tremendous profits out of this outrageous business, mares are kept continually in foal. They are known to be stabled for five to seven months, often without any exercise, fed on an unnatural diet to encourage large quantities of urine and believe it or not, given little, if any, attention. These animals stand, often in narrow stalls, so narrow that they can’t lie down, and are kept in a special harness. Unless the harness is frequently removed and properly constructed in the first place, chafing and sores result. Imagine the animals enduring these conditions for years on end.

A decade ago, there were at least three hundred P.M.U. (Pregnant Mares Urine) farms in Ontario, Canada, alone, each with an average of fifty mares. Approximately fifteen thousand mares used in this manner produced annually the same number of foals. (The terrible suffering of the unwanted, seven to ten day old foals, sold to dealers, is yet another story.)

Today, hundreds of additional similar farms exist. Despite prosecutions and convictions for cruelty the trade flourishes without any satisfactory form of inspection. It is very sad, more so because estrogen could also be derived from the Barbasco Root or wild Mexican Yam.

THE BEAST

KIRTI VARDHAN

When he was young, and could run,
Man, the beast whipped him mercilessly
to make him run fast, and he ran fast.
But when he grew old and could barely stand,
Man, the beast shipped him, carelessly
to an obscure corner of the road,
where he lay, dying, shuddering in extreme agony
as if beckoning death to come soon.
It came at last.
MAN, YOUR SECOND NAME IS......

KUNDANIKA KAPADIA

By "humanity" we mean man’s compassion and sympathy on witnessing pain and suffering. But on seeing Haridwar’s tongawallas - why only Haridwar’s? - wherever horses are used for tongas - on seeing these, one feels, "Man, your second name is Cruelty".

It is impossible to describe the true agony of these horses. We were returning after the "aarti" at Harki Pedi. Earlier, we had walked a lot so were tried. On the insistence of a tongawalla, we sat in his tonga. Downhill the horse suddenly fell. We became nervous, and one after another disembarked. For a while we stood, sympathising with the tongawalla. But we were horrified to see how mercilessly he bent the horse’s leg and made it stand again. Since the straps had slipped, we noticed the blood-red wounds on the horse’s back, neck and stomach. On seeing these I exclaimed "humanity". But the tongawalla had no pity. In fact he whipped his horse. Unable to bear the pain it got up and began running, thus pulling the tonga.

Similar incidents were noticed by us - thin and tired horses with blinkers on their eyes pulling the tongas up steep slopes. The tongawallas do not make passengers "sit", they are "heaped" or crowded into the tongas. One can easily count up to 10 people in one tonga. No one considers the weight the horse has to pull. No one thinks that the horse can get tired, that its strength has limitations, it needs rest, and the rubbing of straps on its wounds and chafed skin can cause it immense pain. No one cares - neither the tongawallas who are dependent on the horses for their living, nor the pilgrims who go to Haridwar to be rewarded for their religious acts. Without any hesitation 8-10 heavily built people will sit in an old tonga pulled by a thin horse. I suspect that the peeled back and blood oozing wounds are left untreated so that the tongawallas can use the whip on the very same spots to make the horses - wanting to stand or take rest - run with pain.

Tongas are hired from Gaurikund to go to Kedarnath. This is a very steep climb of 14 kilometres, but the merciless tongawallas, after going up, bring their tongas down very fast so that they can make another trip. Those passengers who are carried in a "doli" (palanquin) are requested to get down and walk some distance.

But the tongawallas do not permit their passengers to get down even if they so desire. Again the reason being that they want to return soon to collect more passengers. They are greedy and want to earn more money. No one even thinks about the horse. A short distance from Gaurikund there is a stand for horses and mules where I saw these animals standing absolutely lifeless, hardly capable of even moving their heads.

Can there be no proper inspection carried out by the Vehicle Transport authorities? They must be inspecting the tongas; similarly why can’t they inspect the horses? Are there no rules that horses should be well looked after and only strong and healthy ones be passed for pulling tongas? Lakhs of rupees are spent on building more and more temples here, overcrowding the area, but no one thinks of building a veterinary hospital at Haridwar. I did not see any arrangements for treating the horses, nor did I see a single open space for them to graze.

I remember something I had read long ago. Kakasaheb Kalekkar, Kedarnathji and two other people came out of the Ashram at Rishikesh. Three of them sat in a tonga and one of them said, "Nathji, you too get in the tonga. We have asked the tongawalla. He has no objection if one more person sits in his tonga." Kedarnathji said, "You have asked the tongawalla but have you asked the horse?" No one asks the horse.

Horses are forced to run more than they can. And when they are tired they are whipped. Their chafed skin and wounds are never allowed to heal. Someone must do some-
thing about these horses. There must be a Society for the Prevention of Cruelty to Animals. They could take up the work. It seems more urgent to have "Save a horse" campaign rather than "Save a tiger" campaign. Only those horses certified as fit should be permitted to draw tongas. Such certificates should be displayed in the tongas. Till such time as this is enforced, pilgrims should boycott the use of tongas. If pilgrims can see God in a stone idol but cannot see Him in the animals created by Him, there is nothing wrong in stating, "Man, your second name is Cruelty".

Courtesy: JANMABHOOMI

(This page is given with the idea of encouraging our Readers to write us.)

FROM YOU TO US, COMPASSIONATELY

P. O. Box 18, Poona 411 001.

I would be grateful for the opportunity of correcting a statement which appeared in the "Newspick" section of "Compassionate Friend" (October-December 1983).

You reported on an incident where a number of mink were released from fur farms in East Anglia and that "responsibility for the mink being set free is claimed by an organisation, the Society for the Prevention of Cruelty to Animals". As the Royal Society is the only S.P.C.A. in England, your report may give the impression that this organisation was involved.

The fact is that the R.S.P.C.A. believes the act of releasing these farm mink was both irresponsible and inhumane. Had not the majority returned to the farm, it is certain that a high percentage would have died lingering deaths. I must quickly add that the R.S.P.C.A. is against wild animals being killed for their furs, including those kept in the very close confinement of fur farms, but we believe acts such as this do not advance the cause, and can actually be counterproductive.

PAUL VODDEN
Assistant Wildlife Officer
ROYAL SOCIETY FOR THE PREVENTION
OF CRUELTY TO ANIMALS

Statement about ownership and other particulars about the newspaper entitled COMPASSIONATE FRIEND as required to be published in the first issue every year after the last day of February.

FORM IV

1. Place of Publication
Beauty Without Cruelty (India Branch)
4 Prince of Wales Drive, Wanowrie, Poona 411 040.
Quarterly
Mr. R.G. Joshi, Indian
K. Joshi & Co. 1745/2, Sadashiv Peth, Poona 411 030.
Ms. Diana Ratnagar, Chairperson
Beauty Without Cruelty (India Branch)
Indian
4 Prince of Wales Drive, Wanowrie, Poona 411 040.
Mr. S.M. Masani, Indian
2040, West Street, Poona 411 001.
Chairperson, Beauty Without Cruelty (India Branch)
4 Prince of Wales Drive, Wanowrie, Poona 411 040.

Dated 31st March, 1984

I, Diana Ratnagar, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Sd/- Diana Ratnagar
Signature of Publisher

75,000 MARINE TURTLES KILLED IN ORISSA EVERY YEAR

A. MISHRA

Our fables tell us the highly instructive story of the turtle who stole a grand victory over the quick-footed rabbit. The same turtle is now on the verge of being outraced by poachers’ greed.

The turtle, one of the few pre-historic creatures which has survived the rigours of thousands of years to stay alive is now widely hunted for its meat, flippers, carapace, plastron and as well as its eggs. Fresh water chelonians are better off than their marine counterparts because their capture is sporadic and limited. But sea turtles are easy prey because during mating as well as nesting time, they come to shallow waters in large numbers and are easily picked up. Marine turtle fishing has become highly lucrative for a large number of people along coastal Orissa and West Bengal.

According to authoritative sources, about 75,000 marine turtles (Olive Ridleys) are killed every year along the Orissa coast, particularly off Gahirmatha in Cuttack district by turtle fishermen and shrimp trawler operators. This large scale massacre prompted the Toronto based “Marine Turtle Newsletter” to issue a strong front-page editorial in its winter 1982 issue. The editorial said: “Nearly anything would be better than present uncontrolled inhumane slaughter.” It appealed to its readers that irrespective of their pet conservation philosophies they should write to Prime Minister Mrs. Indira Gandhi and exert pressure on the Government of India to stop forthwith the indiscriminate killings.

Despite adequate legislation and deployment of coast guard patrolboats in the peak mating and nesting seasons, the poaching of sea turtles has not stopped on the Orissa coast. Turtle meat is the cheapest and most easily accessible protein for the people of many coastal villages. Besides there is a large market for it in Calcutta and other areas of West Bengal. Some of the local fishermen who were thrown out of their traditional access to the sea and adjacent jungles since declaration of the area as a sanctuary under the Wildlife Protection Act, are now employed by outstation parties to procure turtles and turtle eggs for them.

The poaching in Gahirmatha coast, which is very close to West Bengal is mostly from the Digha side. The poachers operate powerful sea-going boats. The boats anchor a few kilometres into the sea and the accompanying countryboats fan out along the coast to catch turtles in nets. Catching is easy because the turtles are too engrossed in mating and oblivious of any threat. Similarly, on the beach nesting turtles are turned upside down, making them helpless, and their flippers are tied. In the market the plastron or undershell is removed and meat is scooped out and sold to customers.

Each countryboat can carry about a
hundred turtles. After few hours’ catch, the countryboats return to the main vessel and transfer their cargo. The boat moves away to unload its consignment for the meat-hungry market. According to wildlife guards, about six such powerboats and fifty countryboats operate in the Gahirmatha coast in the winter months. The number of vessels increase during peak periods, when a day’s catch can add up to 10,000 turtles. The peak periods occur at intervals and total up to four weeks.

The second largest turtle casualty is due to shrimp trawlers based at Paradip port which frequent this coast. Yuvraj Digvijay Sinh, Union Deputy Minister for Environment, who recently visited the area expressed his concern over “dead turtles littering the beach”. Later, he met the State Chief Minister, Mr. J. B. Patnaik, and discussed possible measures to stop this killing. According to forest department sources, on an average 50 dead turtles are washed ashore daily on a stretch of 10 kilometres of beach. The number showed an increasing trend over the years.

Almost all the dead turtles had one thing in common - there were one or more deep wounds in their heads possibly caused by repeated hacking with a sharp weapon. The turtles evidently got entangled in the nets of trawler operators. In order to save the nets and prevent recurrence of similar trouble the trawler men kill the turtles by hacking at their heads before throwing them out to sea.

The turtle population is adversely affected by indiscriminate poaching of their eggs. By the year 1975 when the forest department stopped issuing licences to private parties to collect eggs, about 15 lakh eggs were collected annually. The royalty for a boatload of eggs was only Rs. 15. Depending on the size, a boat can carry 60,000 to 1,00,000 eggs.

Ground eggshells are an excellent chicken supplement. Calcutta is the biggest market for the eggs. Because of the vigorous drive by West Bengal police in Calcutta and other potential markets the trade has now shifted to near the Contal coast.

The Rs. 5-crore turtle egg and turtle-meat industry survives Government legislation and all its punitive measures.

Courtesy: SUNDAY OBSERVER

The humane alternative:
Simulated tortoise shell bangles.

We remind each Member to enrol at least
ONE new member!
It will be your
10th ANNIVERSARY
(1974-1984) gift to
Beauty Without Cruelty
(India Branch)
NEWSLETTERS
BOMBAY CENTRE
C/o. Super Prints
Ruby Auto Engineering Compound
43 Queen’s Road
Bombay 400002
Tel. 312027 Ext. Super Prints.

Although this is the last Newsletter for our financial year, it is the first for 1984. We at Bombay Centre send our best wishes to all Members for a very BWC (Bountiful, Wealthy and Calm) year.

New Year is the time for resolutions and like everyone else we made some too. We have resolved to make Beauty Without Cruelty grow, to make its objectives well-known. BWC must be comparable to others who have been around for many years. We are making every effort to achieve this. BWC is being featured in all possible media: press, radio, T.V. etc.

Press:
Most Members must have seen the coverage we got in Sunday Daily, Mid-day (twice) and the two full page coverage in The Sunday Economic Times. In connection with the mutton tallow, letters have been written to almost all publications; The Indian Express had already printed it and by the time this issue is in the hands of our Members, many more will have appeared.

Radio:
A thirty minutes feature on Beauty Without Cruelty will be on the air on 31st March in “Women’s Forum”

T.V. and Hoardings:
Plans are in progress to explore T.V. slides and hoardings in prominent places in Bombay.

Those Members who are involved in any way with the above activities and can help us, are requested to contact me. Others can help too. Donations, big and small, are welcome as they will help in meeting the high expenditure involved.

If every Bombay Member decides to donate just Rs. 100/- we will collect a substantial sum. The army is ready; now only ammunition is needed. And YOU CAN provide it.

Exhibitions:
13th-15th January we participated in “Lend a Helping Hand” exhibition organised by Inner Wheel Club of Bombay Mid-Town who had donated free space at a large counter. Our thanks to Mrs. Asha Bhatia for this.

Film-Shows:
We had a total of five programmes. Many more requests were received but had to be postponed due to other commitments.

Annual Get-Together:
Plans are in full-swing for the second Get-Together. Details are being posted to each Member in Bombay.

We look forward to receiving suggestions, comments, etc. from all so that we can all march towards our common goal.

SHEELA DANDEKAR
Director

SURAT CENTRE
8/1644 Gopipura Police Gate
Surat 395001
Tel. 36240

During the current quarter Beauty Without Cruelty Surat Centre has planned to have a publicity stall in the Diamond Market for a week. We hope to enrol new Members and promote the sale of Ahinsa soap.

Additional publicity will be given to Beauty Without Cruelty by holding atleast two video screenings per month of our films “What Price Beauty?” and “Ivory Poachers”.

In order to create an awareness of our aims amongst students in particular, we plan to give a write-up on Beauty Without Cruelty on the cover of a few thousand exercise books printed in Surat. A competition for students using the amount donated by The Jasvantiben Dharanchand Choksi Public Charitable Trust will also be arranged.

PRAVINCHANDRA M. ZAVERI
Director
THE FUSSY
VEGETABLE

Juicy. Crisp. Fresh. Our fussy friend demands a kitchen all to himself. To retain his purity. And so we've given him a stainless steel and glass marvel, where you can actually see him being transformed into a variety of mouth-watering vegetarian recipes. To satisfy the fussiest tastes. His and yours.

Vega

The 'shudh' vegetarian place
Daily —
8.00 p.m. to midnight
Weekends —
12.30 p.m. to 3.00 p.m.

WELCOMGROUP
SeaRock

Land's End, Bandra, Bombay 400 050. Phone: 535421

The sea resort: fun showplace in metropolitan Bombay.