

# RVIM Centre for Social Responsibility

Report Title

**World Animal Day 2021**

**October 4, 2021**

Scheme Animal Welfare Board of India

Impact

The programme provided general awareness about the problems faced by animals during covid and especially in Zoo. The donations to Zoo by public declined. This programme added this gap and encouraged all to support animal adoptions and be aware of the call provided by the Zoo authorities.



The Animal Welfare Board of India (AWBI) is the Country's Apex body for promoting the welfare of animals. It functions under administrative control of Ministry of Fisheries, Animal Husbandry and Dairying (Department of Animal Husbandry and Dairying), Govt. of India. The Board was established in 1962 as per the provision of Section 4 of the Prevention of Cruelty to Animals Act, 1960 (No. 59 of 1960).

SDG 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.

The Awareness programme had students' participation with their pet photographed and support animal adoption.

Report Prepared by

Coordinator

RVIM Centre for Social Responsibility





R.V. Institute of Management

# World Animal Day 2021

RVIM Centre for Social Responsibility

Online and Offline  
10/4/2021



RVIM Celebrates

# World Animal Day

Just  
Received

1

Aishwarya.S.K with her Cute little Bujji



2

Sachin's Lovely Durga.  
It's my lovely one and healer for me. Name is Durga.  
Usually, I spend minimum 15 minutes with this by  
talking something. It helps me to remove stress.



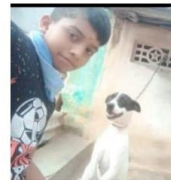
3

N B Gowtami  
"It's just the most amazing thing to love a dog, isn't  
it? It makes our relationships with people seem as  
boring as a bowl of oatmeal."—John Grogan



4

Charan Kumar little son of RVIM Staff Ms.Mamatha  
with his little dog Beby



You can send your pet photo with a few words of  
bonding with to 7019987266. We accept till 5 pm for  
putting it in the Virtual Exhibition.....SEND NOW



## World Animal Day 2021 at RVIM October 4

World Animal Day is an International Day of Action for animal rights and welfare celebrated annually on October 4.

World Animal Day was originated by Cytologist Heinrich Zimmermann. He organized the first World Animal Day on March 24, 1925 at the Sport Palace in Berlin, Germany. Over 5,000 people attended this first event. The activity was originally scheduled for October 4, to align with the feast day of Saint Francis of Assisi, patron saint of ecology. Unfortunately, the venue was not available on that day. The event was then moved to October 4 for the first time in 1929. Every year, Zimmermann worked tirelessly on the promotion of World Animal Day. Finally, in May 1931 at a congress of the International Animal Protection Congress in Florence Italy, his proposal to make October 4 World Animal Day universal was unanimously accepted and adopted as a resolution.





**Aishwarya SK with her pet Bujji**



**Gowtami with her pet dog**





Staff support -

Charan Kumar Son of Mrs. Mamatha participated



Manjunath ,Lab Staff, Systems Department with his Goat





Kuberanand



Mohaamed Saifuddin pet Cat





**Rakhendu message to be Kind to Animals**



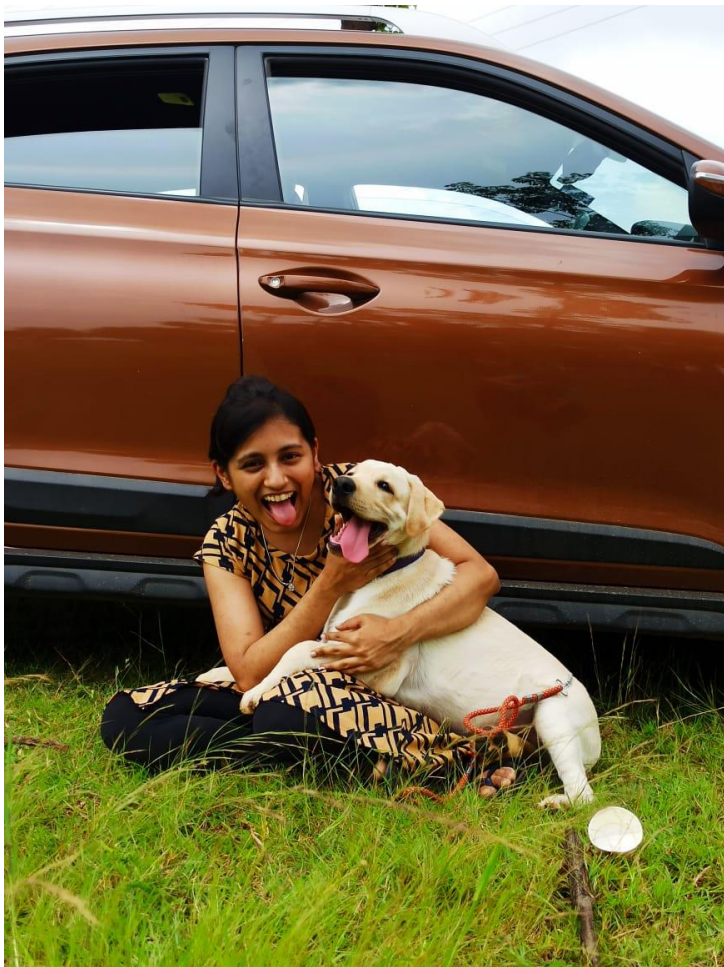
**Sachin -DURGA**







**Reshma with her Dog**



**Soujanya with her pet**





**Supreet with his pet**

**TOTAL PARTICIPATION**

**15 Students**

**4 Staff members**

**Online participants 150 Reached through World Animal Day website**



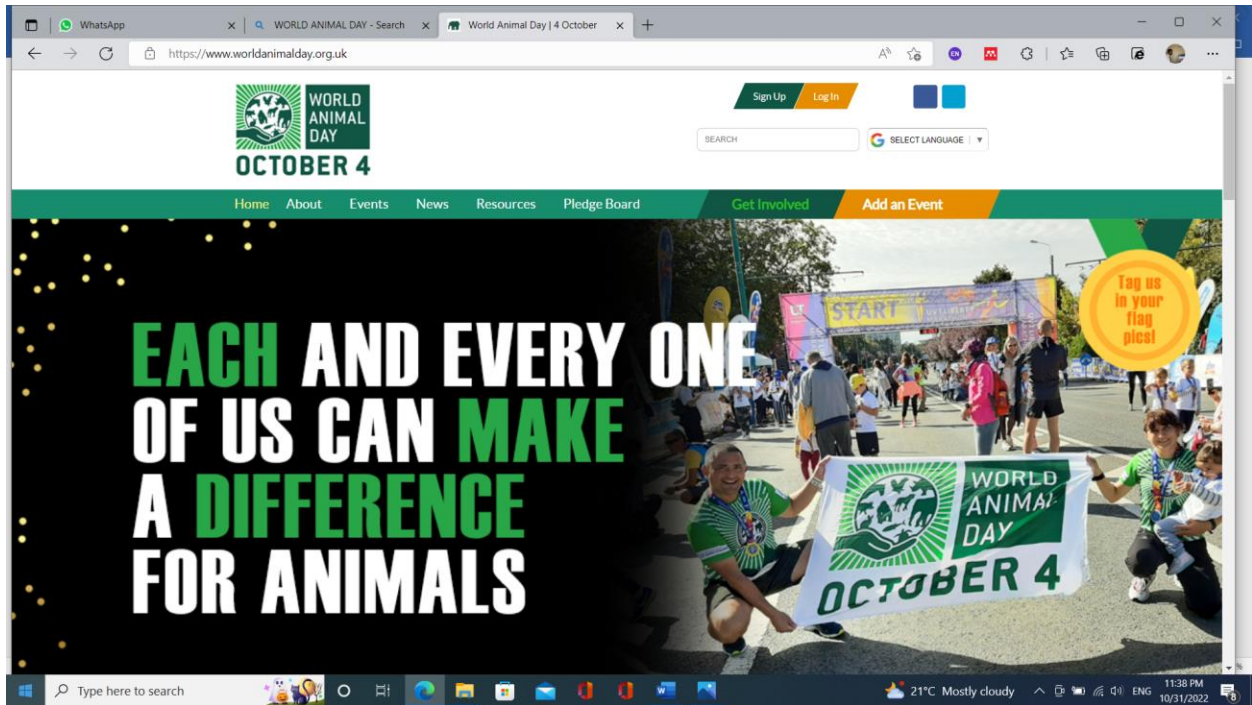
**LINK TO reach world animal day website Report**

**<https://www.worldanimalday.org.uk/events/view/my-pet-in-virtual--exhibition-and-encourage-animal-adoption#My Pet in Virtual Exhibition and Encourage Animal Adoption>**



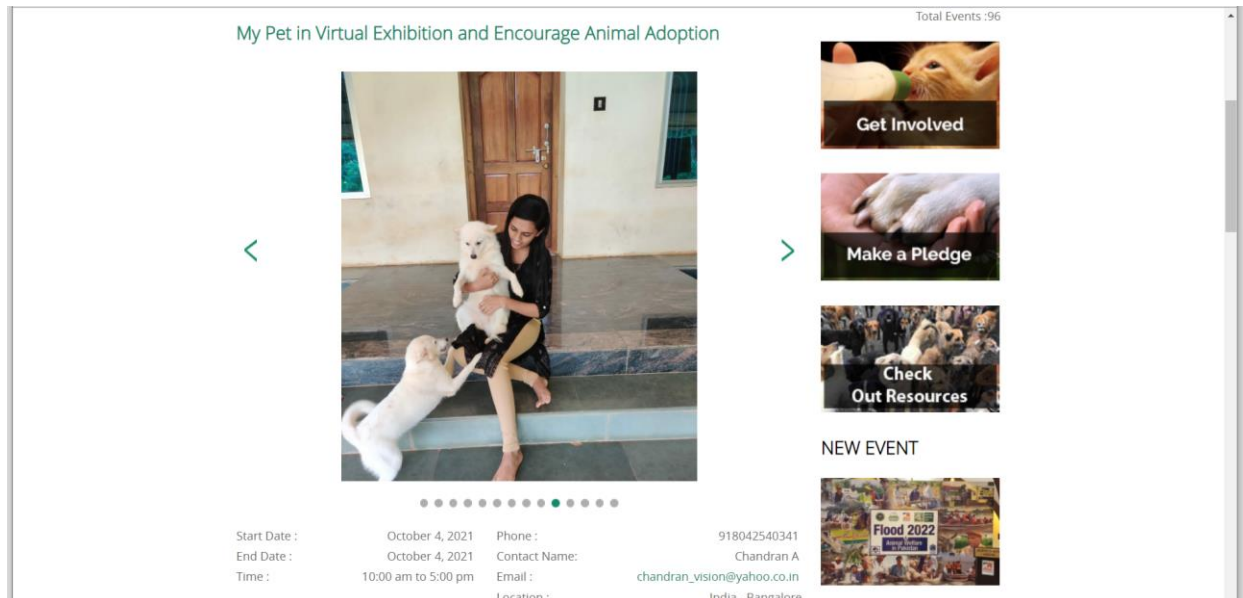
Swati with her pets





**WORLD ANIMAL DAY WEBPAGE**

<https://www.worldanimalday.org.uk/events/view/my-pet-in-virtual--exhibition-and-encourage-animal-adoption#My Pet in Virtual Exhibition and Encourage Animal Adoption>



**RVIM event has been updated in WAD website**







VIDEO LINK CLICK HERE [SUPPORT ANIMAL ADOPTION](#)

#### Post-Event Summary

The World Animal Day 2021 gave an immense opportunity to express all our support towards animal protection and to show our affection towards all the animals with few beautiful images and photographs that speaks.

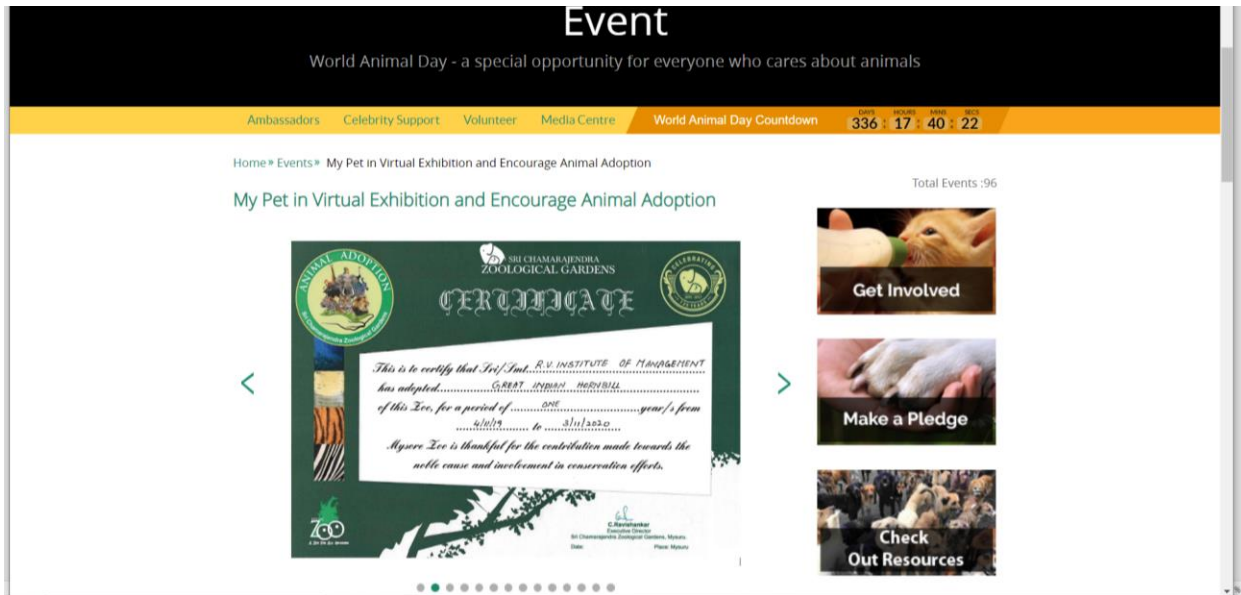
The photographs were sent in till 5 pm and the collection of our bonding towards animals were shared to the WORLD.

Later the pictures are built to an virtual exhibition. The video message of Popular Film Actor, a great animal supporter and ambassador for animal protection and an environmentalist has been shared to encourage animal adoption.



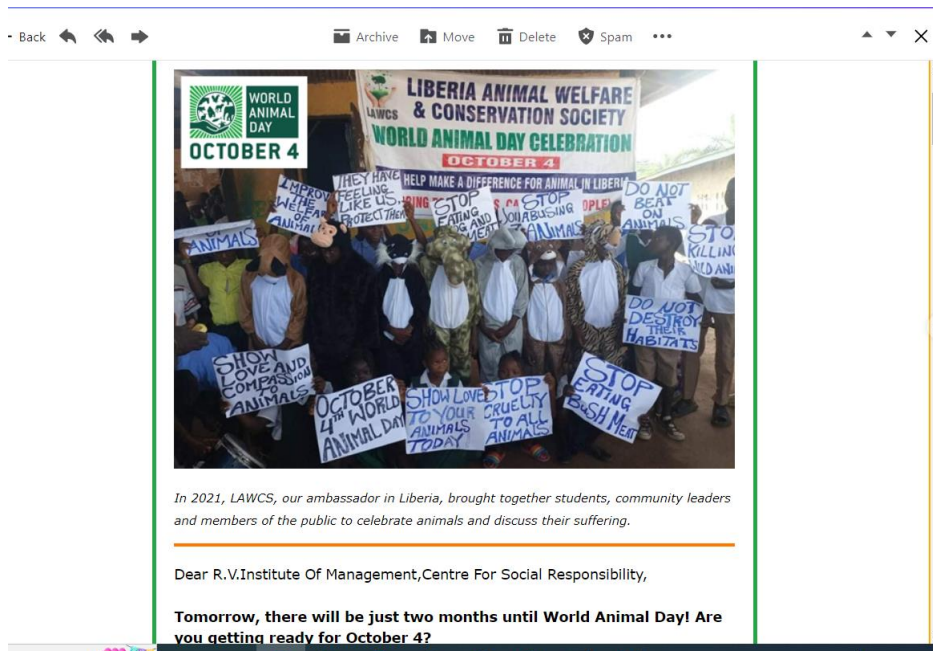
Previous batch students had worked to gether to adapt an animal in the Mysore Zoo. Keeping the Poster and motivational Video message from the media by film actor and Ambassador for Animal

Protection in Karnataka -Darshan it was successful to reach the students and the public for supporting the animal adoption especially during the time with covid around in second wave.



The communication was established to Mysore Zoo and a participant Smt. Sathyaprema Devi (81 years Cancer Survivor) has initiated her willingness to adopt a peacock at Mysore Zoo.

Public awareness was successful through World Animal Day Website.



Mail Copy of WAD to RVIM

