

June 12, 2025

Mr. S. Chinny Krishna
Co-founder, Blue Cross of India
Chennai

Dear Mr. Chinny Krishna,

We write to you regarding the 15th edition of the National Animal Rights Day (NARD), held on 08.06.2025 in Chennai. The Blue Cross of India (BCI) provided logistical support for the event, including facilitating police permissions for the location next to the Chennai District Collectorate, offering a vehicle that helped transport equipment such as a television screen and speaker, and arranging a photographer whose services were paid for by independent animal liberation activists of Chennai.

While we appreciate the logistical assistance provided, we are deeply concerned that BCI has portrayed itself as a facilitator of the event on its official Instagram handle. This has caused discontent among several animal liberation activists of Chennai who were involved in organising and participating in the event. We would like to make it unequivocally clear that BCI is not an animal rights organisation.

As is widely known, BCI's primary focus lies in animal welfare activities such as vaccination drives, rescue operations, medical treatment, and sterilisation (animal birth control) for street animals. However, despite these efforts, BCI continues to normalise and facilitate the exploitation of nonhuman animals within its own premises. This includes:

- Serving milk tea and milk coffee multiple times a day to employees, volunteers, and visitors.
- Maintaining a no-meat policy on site, but not extending this policy to include milk, eggs, honey, or other animal-derived substances.
- Feeding rescued animals body parts and secretions of other sentient beings.

As animal liberation activists, we find this practice fundamentally incompatible with the values and message of National Animal Rights Day. An event that exists to oppose all forms of animal exploitation should not be co-opted or promoted by an institution that itself continues to exploit animals.

Therefore, we demand the following immediate measures from BCI:

1. Implement a strict on-site policy against the consumption or presence of animal products. This includes flesh, milk, eggs, honey, and all other items sourced through animal exploitation.
2. Change the feeding protocols for rescued animals to animal-free alternatives that do not involve the use of body parts of other animals or their bodily secretions (eggs, milk, honey, etc).
3. Refuse and refrain from accepting donations in the form of milk, eggs, or any animal-derived products.

4. Publicly reflect these values on your website and campus and refrain from associating with or promoting events grounded in animal rights until these basic ethical measures are adopted.

Until such steps are taken, we also demand that BCI remove all photos of the concerned activists from its social media pages. Failing to do so would constitute misrepresentation and moral overreach.

We sincerely hope that you will treat this matter with the seriousness it warrants. The cause of animal liberation demands consistency and integrity. Exploiting animals while speaking in their name is not acceptable.

Sincerely,

The animal liberationists from
Chennai