# **Corporate Social Responsibility**





## **Support Animal Welfare Initiatives**



### Partner: Compassion Unlimited Plus Action (CUPA).

CUPA is actively involved with the rescue and rehabilitation of ill, injured and abandoned street animals in Bangalore. The organization was set up in 1991 and has, over the last two and a half decades, grown to 8 centers across the city providing not just rescue and rehabilitation services, animal birth control, animal shelters; but also animal advocacy. Along with other accolades, CUPA has the distinction of handling the rehabilitation of 358 laboratory rescued beagles since 2013 which is the largest rescue handled by a single organization in the world.

#### **About the Program:**

CUPA has recently undertaken the expansion of the Rescue and Rehabilitation center for abandoned dogs and the setting up of an Animal Birth Control (ABC) and rabies eradication program for areas outside the purview of the Bruhat Bengaluru Mahanagara Palike (BBMP). These areas have witnessed a rise in the number of street dogs and by extension, dog bites. The most humane and effective method of resolving human - animal conflict is to have an aggressive ABC program in place.

The center is being constructed on a two-acre property off Sarjapur Road. We have funded a significant portion of the construction costs. In addition to the rescue and rehabilitation efforts, CUPA proposes to conduct corporate off-site programs at the center to sensitize individuals to the need to practice compassion and care for other living beings. The center will also serve as a counseling center to enable individuals cope with personal crises through interactions with animals.

#### **Expected Outcome**

To help sustain and extend animal welfare activities with increasing degrees of excellence.

