



## भारतीय जीव जन्तु कल्याण बोर्ड

### ANIMAL WELFARE BOARD OF INDIA

मत्स्यपालन, पशुपालन और डेयरी मंत्रालय, भारत सरकार  
(पशुपालन और डेयरी विभाग)

Ministry of Fisheries, Animal Husbandry and Dairying, Government of India  
(Department of Animal Husbandry and Dairying)

**Dr. O.P. Chaudhary**  
**Chairman**

F.No. 3-6/2021-22/PCA

Date: 22.11.2021

To

All Film Producers Association of India  
OTT Platform Associations  
Film Chamber of Commerce

**Subject: Advisory to use artistic and technological means instead of live animals in films, advertisements, TV shows, and on digital content – Regarding.**

Dear Sir/Madam,

The Animal Welfare Board of India (AWBI) is a statutory body established under Section 4 of the Prevention of Cruelty to Animals (PCA) Act, 1960. The function of the Board includes the promotion of animal welfare generally for the purpose of preventing cruelty and to advise the Government including local bodies or any matter connected with animal welfare to prevent unnecessary pain or suffering.

2. The AWBI is the Prescribed Authority under the Performing Animals Registration Rules, 2001 (PARR), which has been confirmed by the Hon'ble Bombay High Court in 2005. Rule 8(1) (vii) of the PARR mandates that "the owner shall train an animal as a performing animal to perform an act in accordance with its basic natural instinct".

3. During processing of application for granting permission for use of the animals for films, advertising, television shows, and on other forms of digital media content, the AWBI has observed that animals are requested to be transported to far-off film studios and locations sometimes even outside the state perimeter. At film sets, already stressed animals are exposed to crowd, artificial lights, chaos, often dressed up in costumes and made to follow commands to deliver the scenes. Against their natural instincts and behaviour, animals are forced to do unnatural actions such as driving, riding pillion, playing musical instruments and other physical gestures. A film set is a frightening and distressing environment for animals. This increases the chance of animals getting startled and hurting themselves or others, causing all involved unnecessary pain and suffering. When not working, these animals spend most of their lives chained or in cramped, filthy, barren cages, deprived of everything natural and important to them, often including the companionship of others of their own species.

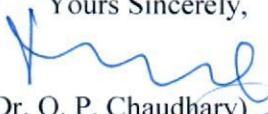
3. Further, it is stated that welfare of the animals on-set and off-set both is imperative. Off-set to ensure a desired output from an animal at a film set, trainers routinely use methods that involve coercion or punishment to force animals to perform, causing them unnecessary pain and suffering, violating Sections 3 and 11 of the PCA Act. The Board is in receipt of

numerous complaints reporting that many animals have died or injured at production sets for films, TV shows and other digital contents due to accidents and that they are often forced to spend hours in a stressful environment for hours.

3. In this regard, it is stated that few Film production companies are increasingly using technology that also upholds animal welfare. Between 2016 and 2020, majority of the film sought permission to show animals as Computer Generated Imagery (CGI). Many Indian films such as Tanhaji, Mohenjodaro, Krrish, Makkhi and Maghadeera have used computer-generated animals in the film.

4. In view of the above, it is advisable that the effective methods such as Computer Graphics (CGI), Visual Effects (VFX), and animatronics should be prioritised instead of involving live animals in films/ ad-films etc. in order to prevent unnecessary pain and suffering to animals during exhibition and training.

Yours Sincerely,

  
(Dr. O. P. Chaudhary)  
Chairman

Copy to: For information and necessary action

1. All the members of AWBI
2. All State Animal Welfare Boards / Director, Animal Husbandry Department of State / UTs