55 years and counting...

Happy Diwali to all our patrons. The first issue of the Blue Cross Newsletter was the April-June 1966 issue – over 53 years ago! As the Editor of the newsletter and our quarterly magazine, The Animals’ Voice, I usually brought these out regularly with S. Vijayalakshmi taking over for me from 1969 to 1974 after which I resumed and managed to bring out the Newsletter till 2010 at which time we stopped since we just could not physically stuff and mail the 5,000 odd envelopes every quarter.

After a break of a few years, Mr. Mohanakannan, our GB member, brought out a few e-issues. With several full-time employees now on board, especially Arpitha Rao, a seasoned journalist and now our communications manager, we hope to bring out this e-newsletter on a regular basis.

Our journey in the 55 years has had its ups and downs but we have been expanding our services to the animals with whom we share this planet. We have rebuilt from the devastation of Cyclone Vardah in 2016. The cat shelter is now a beautiful structure with its own OT and recovery area, thanks to a generous donation from the estate of Mr. Dady C. Dady; the quarantine has been reconstructed with the help of Rotary Magnum; the puppy shelter has been rebuilt by the Viswanathan & Arunachalam families and the OP section rebuilt by Kritik Kendra.

The HCL Foundation not only did the entire wiring but added a 30 kw generator and this year, equipped our new kitchen block donated by the Ravinders’ with steam cookers and an electric milk boiler which makes it possible to do the entire cooking in just about two hours instead of the five hours it took earlier.

This Diwali, I am happy to announce the relaunch of our newsletter – vox vitale.. the voice of all things living.
**BCI launches Chandrayaan**

A pregnant cow was rushed to our facility after a speeding vehicle hit her. Within hours, she delivered a healthy baby boy - he loves to zoom around like a rocket and his mother has quite the tough time chasing after him. So we named him Chandrayaan.

However, not as many calves are as lucky as Chandrayaan. They are forcibly separated from the mother after birth and are sold to butchers for meat, while the mothers are yet again brutally impregnated — only to be milked and for her baby to once again be pried away from her.

Watch the video of the launch here: https://www.facebook.com/bluecrossofindia/videos/2424252687692027/

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**WhatsUp Animals**

In July your Blue Cross once again became the trendsetter it has always been. In sync with the times and the needs, we launched India’s first 24x7 WhatsApp ‘animal in distress’ helpline (9962998886) making it a breeze to send a request rescue for injured/unwell stray animals and birds.

All leading papers including the Hindu and Times Of India featured the news and many animals in distress have greatly benefited from this service as the informers were able to reach the help desk staff on time and request for rescue.

On average in a month, the WhatsApp line receives 2,000-odd messages, of which over a 1000 are rescue requests.
Zoho comes to BCI

Zoho Corp has been a long time supporter of the Blue Cross. They have donated a license to use their software products for running our day to day operations. The Zoho suite comes with a variety of apps such as CRM, Writer, Sheets, SalesIQ (to track website traffic), Social (to analyze social media), Cliq (for internal chat) and so on.

Most of these applications are now a daily part of life at the Blue Cross lending tremendous efficiencies in operations. Using Zoho CRM, we have internally implemented a top notch system called RCube - which stands for Rescue, Rehabilitate, Release - from capturing details of the rescue calls till and finally the release the status of every single animal/bird that comes into the shelter for treatment.

This system has already started delivering efficiencies and transparency in many areas and promises even more with expanded adoption. Thank you Zoho.

Gourmet meals from The Westin

Our cattle and pigs are getting the five star treatment since early September. We approached Ms.Vani, the HR director at The Westin. A great ambassador of animals herself, she readily agreed and put in place an impeccable process of segregating veg and fruit cuts and excess bakery products of the morning which are brought over to the Blue Cross every afternoon.

The colorful fruits and veggies are quite the rage in the goshala and the bakes, breadsticks, sponge cakes and donuts are a big hit in our pig sty.

Nearly 1400kg of highly nutritious food has been fed to our animals in just under a month.

This program has been so successful, we plan to replicate it with other hotels in the vicinity- watch this space. Thank you Westin.
Bunny goes to school

Give a man some fruit, you feed him for a day, teach him to farm and you feed him for a lifetime.

The difference between preaching compassion and teaching it may just lie in getting young minds to encounter animals every day.

With the aim of helping children understand and practice kindness towards all things living, the Blue Cross outreach to schools in Chennai was initiated last quarter.

The response was so overwhelming that one of the schools GKM Vidhyalaya went on to set up a mini barnyard in the school and adopted 12 Rabbits and 12 Guinea Pigs. The program is now planned to be rolled out to other schools as well. Thank you GKMV for supporting our vision of a future filled with nothing but compassion.

RESCUE STORIES

Pup in a quarry

(watch it here: https://www.facebook.com/bluecrossofindia/videos/378952913006038/)

This quarry located on the outskirts of Chennai, is filled with water and runs nearly 100-plus feet deep. It also serves as a source of water for a couple of localities in the vicinity. We received a call that a puppy had fallen into the quarry, yet survived the 60-foot drop from the top. When our team arrived at the scene, they learnt that the puppy was stuck for nearly seven days on top of a pile of floating plastic debris. Despite several rescue attempts, no one had succeeded.

Our rescuer rapelled down with safety equipment and a floatation device. When the terrified pup jumped into the water upon seeing him the rescuer swam, following it, and directed him to safety after which the villagers reunited him with his mother.
The Guardian Angel

(watch it here: https://www.facebook.com/bluecrossofindia/videos/466353667290039/)

Inside a nearly 200-year-old well in a temple in Chennai, people could hear a kitten screaming for help. When Blue Cross of India reached the venue, it was raining cats and dogs. Little did one expect this phrase would actually come true — when the rescuer climbed into the well, he found that an adult dog was standing guard for the kitten!

No one knew that the dog had fallen into the well too, and she was defending the feline with all her might. She kept growling at our rescuer when he attempted to pick up the kitten.

We finally managed to bring both the animals to safety and were overwhelmed by the dog’s kindness in protecting its little friend.

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ADOPTION STORIES

Lily the Spitz

There is no worse cruelty than abandoning a beloved pet. Nearly every day, Blue Cross of India receives calls from people wanting to “donate” their pets to us. When we deny, some go to the extent of tying up their dogs/cats to the gates of our shelter at night and disappearing.

One such dog, who was left to die outside BCI on the main road, was a 13-year-old Spitz. Our team happened to find her lying under the shade of a tree; her fur was matted and dirty. She was immediately rushed to the quarantine section and we found out on closer examination that she was completely blind, partially deaf and didn’t have teeth.

Swift action and the help of volunteers led to finding this girl a home within a week. Lily, as she is called now, is getting all the love and care she deserves now and has a cozy bed to sleep on too! Open your home and heart to abandoned pets and give them a chance to live with dignity. ADOPT-DONT-SHOP.
Micky the Indie

Meet Micky, an adorable Indie dog adopted from Blue Cross of India.

Dr. Saravana Rajan spotted this fellow in the puppy pen of our shelter one day, and decided to take him home.

Today, Micky is a big boy and probably the most pampered member of his family! He loves to eat chapati, ghee rice and drink milk, considers his mom's hand his favourite toy and enjoys being chased around by his humans. "He's a gem... a little brother and a little son. We love him to the core," is what Micky's peeps have to say about him. OPT-TO-ADOPT.

The number of ‘pedigree’ pets in Chennai alone is over four times the number of strays. Even if just one in four pet owners chose to adopt a stray instead of ‘buying’ a pet there will not be a single stray on the street left to fend for itself. To give a homeless and rescued puppy or kitten a safe and loving home, please visit us on any day of the week between 9 am and 5 pm.

KEY LINKS

Donations: https://bluecrossofindia.org/donate-now/
Amazon Wishlist: http://amzn.in/bbWHWcK
Facebook: https://www.facebook.com/bluecrossofindia/
Instagram: https://www.instagram.com/blue_cross_rescues/
WhatsApp Rescue Hotline: https://wa.me/919962998886
Donation Box Program: https://bluecrossofindia.org/donation-box/
YouTube Channel: https://www.youtube.com/channel/UC-ormTG2Irq1m8jddQsYOG
Twitter: https://twitter.com/BlueCross
LinkedIn: https://in.linkedin.com/company/blue-cross-of-india

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