

## **Intervet India at full steam for World Rabies Day**

Embracing World Rabies Day on September 8th, 2007, Intervet India initiated the following impressive list of activities with the active support from colleagues and veterinarians of external organizations in and around Pune.

- Three schools in Pune located around Wagholi factory and another two in Hyderabad will be addressed and presentations given on rabies prevention, reaching in total 5,000 children. Children will wear Intervet head-caps bearing the logo of World Rabies Day with a take home message "working together to make Rabies history". This event is entirely managed by Intervet colleagues.
- Veterinarian Dr. S. Gore of Pimpri Chinchwad Municipal Corporation (PCMC) which is Pune's twin city has organized similar events in a local language - Marathi in more than 300 schools (including private and NGOs), reaching ca. 90,000 children, where Intervet India provides presentation materials. (PowerPoint presentation for World Rabies Day on CDs,).
- Blue Cross Veterinarian, Dr. A. Aher will address rabies prevention at a school run by an NGO reaching 1,500 children. Presentation CDs are provided by Intervet India.
- The existing cooperation for dairy cattle in the Livestock Development Program of BAIF (Bharatiya Agro Industries Foundation) stretched to rabies, as BAIF volunteered to undertake similar activities in rural India for which presentation CDs and flyers have been provided. The presentation text has been translated to Marathi and Hindi languages before circulation to field staff. By this it is anticipated that at least 8,000-10,000 children in villages of Maharashtra and similar number in different parts of other states in India will be reached.
- An Intervet colleague will give a presentation at Vidyaprathisthan Schools in Baramati (University), located 100km from Pune and will provide presentation CDs, reaching ca 4,000 students.
- Senior Officials / Veterinarians affiliated with State Govt. run Disease Investigation Section (DIS) and Institute of Veterinary Biological Institutes (IVBP) and with National Institutes in Pune have volunteered. They will reach students in Pune Municipal Corporation (PMC) area for which Intervet India has provided presentation CDs.

Pet Management Company "The Paws Pack" has shown lots of enthusiasm and interest to participate in celebrating "World Rabies Day" in a different way;

- A Rabies Information Stand at E-Square Multiplex (University Road, Pune) will reach out to approximately 15,000 people in two days. A Public Announcement Slide will be displayed before every movie show stating that it is 'World Rabies Day' and that more information is available at the entrance.
- One of their alliances, [Petnopolis.com](http://Petnopolis.com) (an online platform for pet owners) will be displaying a banner of 'World Rabies Day' and providing links to Rabies Information websites.

Of late, popular local radio channel (Radio Mirchi) has been alerted and will cover the event on World Rabies Day. They cover a 25-30 KM radius in and around Pune and thereby spread the message among a wide section of citizens.

By these initiatives far more than 20,000 children and students and their families living in rural India including slums in semi-urban areas will be reached and educated on "Rabies Awareness" as part of our promotion of World Rabies Day. 20,000 is the magic number Intervet India set as reach-out target initially to match the 20,000 annual deaths in India due to rabies.

However, thanks to the spread of the enthusiasm of the Intervet India colleagues, the number of people reached will be even more than double the annual number of global rabies deaths (55,000), an impressive achievement.