

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:7893
ANSWERED ON:17.05.2000
LEATHER EXPORT
A. KRISHNASWAMY

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

- (a) whether certain foreign companies are allegedly doing false propaganda to spoil the export of our leather products;
- (b) if so, the details thereof; and
- (c) the action proposed to be taken to counter this propaganda?

Answer

MINISTER OF STATE FOR EXTERNAL AFFAIRS

(SHRI AJIT KUMAR PANJA)

Based on inputs received from the Ministry of Commerce & Industry, who are the nodal Ministry for handling the subject, a reply ad seriatim is given below:

(a) & (b) PETA (People for the Ethical Treatment of Animals), which is a US-based animal rights organization, has launched campaigns in the USA and West Europe against the Indian leather and leather products on the ground that the animals are subjected to cruel treatment while transporting them to slaughter houses for procurement of leather.

(c) The Council for Leather Exports, which is the nodal agency for exports, has been asked by the Ministry of Commerce & Industry to work out a strategy for sensitizing the transporters and the tanners in following the rules provided under Prevention of Cruelty against Animal Act, 1960. A three-pronged strategy, namely, preparation and propaganda through films, press statements in foreign media and campaign through Indian Missions abroad, is being worked out. It has also been decided by the Ministry of Commerce & Industry to advise and address all State Governments for better implementation of Prevention of Cruelty against Animals Act, 1960.