

## THE JACK THE JOCKEY AND THE CELEBRITY.

A case study on advocating the welfare of donkeys in India.

### THE JACK.

A male donkey or ass is called a *jack*, a female a *jenny*. The donkey or ass (*Equus africanus asinus*) is a domesticated member of the horse family, *Equidae*. The wild ancestor of the donkey is the African wild ass, *E. africanus*. The donkey has been used as a working animal for at least 5000 years. There are more than 40 million donkeys in the world, mostly in underdeveloped countries, where they are used principally as draught or pack animals. Working donkeys are often associated with those living at or below subsistence levels.

According to 19th livestock census report 2012, India has the world's largest livestock

Donkeys – 318787

Mules – 196378

*The Donkey Sanctuary, India*, aims to reduce pain and suffering, thereby improving welfare of donkeys and mules in India and neighboring countries. *The Donkey Sanctuary India*, started its operation in India in 1998, and got registered as a charity in 2002. DSI works for the welfare of working donkeys and mules in India and with partnership in other countries like Nepal and Srilanka, funded by The Donkey Sanctuary UK.

**DSI promotes Donkey welfare on Five Freedoms:** Welfare is not just absence of cruelty or 'unnecessary suffering'. It is much more complex. It includes the following different states.

#### **DSI Five Freedoms.**

The 'five freedoms', which were originally developed by the UK's Farm Animal Welfare Council (FAWC), provide valuable guidance on animal welfare. They are now internationally recognized, and have been adapted slightly since their formulation.

- Freedom from hunger and thirst.
- Freedom from discomfort.
- Freedom from pain, injury and disease.
- Freedom to express normal behavior.
- Freedom from fear and distress.

**The Donkey Sanctuary Mission:** To transform the quality of life for donkeys, mules and people through greater understanding, collaboration and support and by promoting lasting mutually life-enhancing relationship.

**The Donkey Sanctuary vision:** A world where Donkeys and Mules live free from suffering and their contribution to humanity is fully valued.

**DSI Work presence:** Donkey Sanctuary India Works for welfare of working donkeys and mules in India and operates in Delhi NCR , Gujarat, Maharashtra , Jammu and Kashmir, Madhya Pradesh and Rajasthan.

**DSI National level partnerships:** DSI works with local systems and other NGOs. Most prominent amongst these are partnership with 'Harrisons shelter' in Gurgaon and ' Sai Ashram' in Delhi for temporary shelter if needed. DSI also does rabies vaccinations in partnership with 'SPCA .'

**DSI International partnership:** DSI advanced the work in Sri Lanka to help implement the Donkey management and program in Mannar and also to learn ways to tackle the feral donkey situation. DSI worked closely with DSUK and DS-Ethiopia to establish an indigenous pilot model of DAT in Mannar, Sri Lanka, which is in context to the developing world situation. DSI in collaboration with DSUK advanced the partnership project with Animal Nepal to address the working equine welfare issues and Better Brick Network program in Nepal.

**DSI Disaster and Emergency Response:** In response to the disaster at Uttarakhand, July 2013 , DSI deputed two teams to carry out relief operations for the injured and stranded equines. Detailed action plan and budget was prepared before the relief operations was carried out. The relief operations were carried out in coordination with partnership organizations (WSPA, Humane Society International-Asia, Brooke India, and AAGAAS) and Government agencies (Uttarakhand Animal Husbandry department, ITBP (Indo-Tibetan Border Police), Indian Army (Signals) and National Disaster Management Agency etc). DSI took the efforts to reach ground zero at Govindghat where the equines were stranded across the River Alaknanda to provide relief operations. All the equines were safely evacuated after lot of efforts, with special mention to BRO (Indian army) who constructed the temporary bridge across the river.

**DSI Health awareness camp for Equines working at Katra, Jammu:** Jammu and Kashmir is one of the highest donkeys and mule populated states in India, ranking second in mule population (36,508) and sixth in donkey population (17,245) as per the 2012 Livestock census. Working donkeys and mules play a very important role in Maa Vaishno Devi Pilgrimage site, Katra. Majority of the working equines are used as pack animals, which is the most important mode for transport of market goods, construction materials and to clear the rubbish. Mules, Ponies and horses are used to carry people up hill to the shrine site. DSI realized the limitations of services available for the working donkeys and mules, but most of the welfare issues are preventable. The equine owners can be educated on proper care and

management of their precious equines who are the main source for their livelihood in this region of Jammu and Kashmir.

**DSI Equine fairs:** DSI Equine fairs are larger congregations of equines in a particular location; most of the time associated with a religious event and have a purpose of trade of animals. Equine fairs are considered to create circumstances that may cause significant compromise on welfare of working equines. The Donkey Sanctuary India has been attending selected equine fairs to mobilize individuals and institutions that are responsible for organizing such events and thereby preventing majority of risk factors that causes poor welfare and also to offer treatment services to those animals which are already suffering from pain, injuries and disease.

**DSI Trainings:** Aimed to build the capacity of the donkey owning families by providing hands on trainings on wound management and hoof care and to empower the communities through compassion, respect, trainings and education. All our trainings are in line with DS Competency framework.

**DSI Human Donkey Interaction Program:** This program will involve senior citizens residing in old age homes, physically and mentally challenged special children and traumatized soldiers from army / police as beneficiaries. DSI would like to develop an indigenous model that is in context to developing countries in accordance to DAT-DSUK competencies and guidelines and with the help and expertise of people involved in Animal assisted therapy / Donkey assisted therapy. An initial stage of this program has been initiated in Ahmedabad wherein beneficiaries from old age have visited our shelter. In India (South Asia) we envisage that Donkey human interactions will raise the profile of donkeys as this program has strong relationship to the sentiment of people and society in large.

**DSI Fostering Scheme:** The abandoned donkeys that get better after treatment in DSI farm clinic and become work fit are given to deserving donkey owners under fostering scheme. The recovered fit donkeys are micro chipped and "fostered" out to animal owners (usually widows and the poorest of the poor) who have lost their own donkeys. The donkey owners have to sign a fostering agreement which clearly mentions that the owners can keep the donkeys and work with them free of cost as far as they treat DSI donkeys well which DSI monitors. Through this scheme, DSI is bringing donkeys back into a healthy and productive cycle, while at the same time helping impoverished people earn a livelihood.

**DSI Community Awareness and Education Program:** DSI works with donkey owning communities to create awareness and provide educational messages through entertainment such as puppet show, street plays, Focused group discussions, trainings etc.

**DSI Hoof care initiative in India using local craftsman:** This initiative of using the local craftsman to manufacture hoof picks and other tools has enabled DSI to use the local resources and manufacture the tools at a very low cost. It has reduced

DSI dependency on DS,UK for the supplies, most importantly, it is sustainable, it is easy to spread awareness on locally made tools, affordable for the local service providers and also it serves as a source of livelihood for the local craftsman.

## THE JOCKEY AND THE CELEBRITY.

A jockey is someone who rides horses in horse racing or steeplechase racing. Randeep Hooda is the only Bollywood actor who regularly participates in professional equestrian sports, including polo and show jumping. Hooda was coached by Colonel SS Ahalawat and Brigadier Bishnoi in show-jumping and dressage. He describes riding as his "passion"; "My first stint with horses happened when I was in class eight at the Motilal Nehru School of Sports in Haryana, but thereafter I didn't ride horses for 17 years". He owned eight horses, but gave away two of them to new trainees. He keeps his horses at the Mahalaxmi Race course in Mumbai. In December 2008, Hooda underwent surgery after suffering a severe ankle injury in a fall from his horse during a polo match in Mumbai. The following year, he won a silver medal at an open dressage event organized by the Equestrian Federation of India in Delhi. Hooda has also won medals at equestrian events in Mumbai and Delhi, where he participated with riders from the Indian Army. In 2014, Hooda won seven medals, including three gold and two silver and bronze medals respectively, at the National Equestrian Championship in dressage and show-jumping events. Additionally, he has won a silver medal each at the Delhi Horse Show, in 2009 and the Bombay Horse Show, in 2011.

## ABOUT RANDEEP HOODA'S EQUESTRIAN PASSION.

*"I was fortunate enough to go to a sports school where, among all possible sports, we had Equestrian sports (horse riding sports). Through a lot of hard work, holding on to a precious dream and with a lot of help from my friends, I have finally been able to find a way of sharing the real goodness in my life with people at large. So, here I present to you, my first access point to this magical world of nature and horses, The Gurgaon Polo & Equestrian Club. I'm very thankful to Mr. Ravi Grover, CEO, Golden Greens Golf Club (the only Links course in India) for joining hands with Royal Roosters to bring to you two unique, aspirational sports under the same sky."*

*Randeep Hooda - Dreamer & Founder.*

*The Gurgaon Polo & Equestrian Club. (GPEC)*

**GPEC objectives:** Royal Roosters Polo & Equestrian Academy aims at training aspiring sportsmen at their facilities to help create the best talents.

**GPEC Vision:** To create world class Polo & Equestrian facility to make it accessible to every age group and connect every activity and sports around horses and nature. GPEC's endeavor is to create a chain of Polo & Equestrian Clubs in different parts of India and abroad and be the most valuable and recognized brand in this space and create a lifestyle family destination.

**GPEC Strengths:** (1) The first and only one of its kind in India.

(2) The club has hosted a number of prestigious tournaments successfully.

(3) GPEC Polo team, Royal Roosters consist of the best Talent in Polo.

(4) With its ever-growing population of cosmopolitan residents and to fill the vacuum of elite sports activities as well as aspiring equestrian sports enthusiasts, the sport of kings becomes the best choice today.

**GPEC Opportunities:** Polo, Trail Rides, Equestrian Training Academy, Golf, Outdoor Activities & Events and Adventure Activities.

**GPEC welfare:** Randeep Hooda rescued horses which were ill-treated from Matheran in Maharashtra and adopted nine of these horses .

**GPEC Founder rewarded:** Randeep Hooda who is passionate about his horses as much as he is about acting, won three medals at the recently-concluded horse show at the Amateur Riders' Club. What makes his win more significant is the fact that his horse, Dream Girl, is not only his first mare, but one of the nine injured horses he adopted and nursed back to health." Satisfaction comes from the challenge of nursing 'broken' horses and watching them make a comeback to their former glory." Says Randeep.

### **BRAYING ISSUES OF CONCERN FOR THE JACK THE JOCKEY AND THE CELEBRITY.**

Overloading, poor handling, tethering and hobbling using plastic strings, inhumane use of sharp bits, working sick and lame donkeys, aggressive and unfriendly nature of the owners towards their equines is common due to lack of empathy among the owners.

Generally wounds are found in these animals as they use improper harness material and dirty harness. Lack of shelter for the donkeys due to the nomadic nature of life especially in Delhi and NCR.

Poverty and low status of the donkey owners among the society, lack of knowledge on donkey's natural behavior and care / management add to the misery. Injuries and diseases are common in working equines due to nature of work and existing management system.

Colic, injuries due to accidents and diseases like Trypanosomiasis, Respiratory Tract Infection are very common. Injuries and death due to accident is common in Solapur because the donkeys are let free in the road due to lack of space to house the donkeys.

Lack of proper veterinary health delivery system both in the government and private sectors, because of their economic situation. Rabies and tetanus are the other welfare issue seen but the incidence has reduced over the years due to the preventive measures (vaccinations) carried out in all DSI projects.

Hence, *there is a need felt for the advocacy to transform image of the donkeys in the society*, particularly in underdeveloped countries and developing countries like India. The society is shying away from adopting and volunteering for this beast of burden. The celebrities are obsessed with royalty. This loyal Jack does not make for a pouty click. While the celebrities proudly associate themselves with the conservation of lions, the passion for horses and stud farms, adopting girls, petting dogs, cats and even squirrels, may I ask - **What's with the donkeys?**

#### **FODDER FOR THOUGHT FOR THE JACK THE JOCKEY AND THE CELEBRITY.**

The Supreme Court has asked the Jammu and Kashmir government to prepare a plan as to how it would phase out mules used for carrying pilgrims to the Vaishno Devi shrine and rehabilitate mule owners. The apex court has asked all stakeholders in the matter to submit their plan to the SC in four weeks starting 2<sup>nd</sup> August 2018. At least 4,000 mules are engaged to assist pilgrims visiting the Vaishno Devi shrine. The SC suggested phasing out ten per cent of the mules each year as they cannot be wholly removed overnight. Here the pertinent question and the raising issue of concern is, "How can The Jack, The Jockey and The Celebrity contribute to ease the pressure there, if they so intend to?"

In 2003, Urvashi Devi Baria, successfully campaigned against a car rally planned in the Little Rann of Kutch because it would pass through the country's only Wild Ass Sanctuary and disturb the shy beasts. A cause to jump show! What say, **The Jack The Jockey and The Celebrity?**

Urvashi Devi Baria, the maverick princess of the former princely state of Devgadhi Baria, has finally found her calling in the donkey—a beast she promises to give a royal life after the army of dogs she owns. The 59-year-old former state environment minister has given sanctuary to 197 abandoned donkeys, reserving a huge open space next to her sprawling palace in Devgadhi Baria. "Now Who's Royal? The Jack? The Jockey or The Celebrity?"

Donkey is a vehicle of Indian Goddesses like Kalaratri and Sheetala. Now "Who's a perpetual star muse-The Jack? The Jockey or The Celebrity?"

Donkeys feature in political systems, symbols and terminology in many areas of the world. The donkey is a common symbol of the Democratic Party of the United States, originating in a cartoon by Thomas Nast of Harper's Weekly in the nineteenth century. Now "Who's more powerful? The Jack? The Jockey or the Celebrity?"

The famous universal quote, often referred by internationally renowned leaders, does not accommodate the king or his princely weapon of war - the horse, but the hardworking and peaceful donkey. The quote, "*There must be a pony in there somewhere*" refers to the donkey. Now "Who is symbolic of worldly optimism and heroism? The Jack? The Jockey or The Celebrity?"

#### FURTHER READS AND STATISTICS.

<http://www.thedonkeysanctuary.in>

<https://www.thedonkeysanctuary.org.uk/>

<https://www.thebetterindia.com/55072/donkey-sanctuary-looks-after-donkeys-and-mules-in-india/>

<https://in.yahoo.com/news/supreme-court-asks-j-k-090000187.html>

[https://en.wikipedia.org/wiki/Randeep\\_Hooda](https://en.wikipedia.org/wiki/Randeep_Hooda)

<http://www.ggpoloclub.com/>

<https://www.maavaishnodevi.org/Important-videos2.aspx>

<https://timesofindia.indiatimes.com/.../Donkeys-are-this-princess's-best-friends>

After Adopting 9 Dying Horses This Year, Randeep Hooda Rescues.

<https://www.indiatimes.com/Entertainment/Bollywood>

<https://www.deccanchronicle.com/.../randeep-hoodas-horse-wins-three-medals-at-horc>

<https://www.thebrooke.org/sites/default/files/Advocacy.../Invisible-workers-report.pdf>

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## THE JACK THE JOCKEY AND THE CELEBRITY.

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### PERCEPTIONS OF THE CASE WRITER.

The case is titled, *'The Jack The Jockey and The Celebrity'* with the objective of advocating the welfare of donkeys in India, to bring about attitudinal changes in the public, particularly the elite, towards this low profile beast of burden and to attempt to derive academic learnings and inspiration from this hardworking, intelligent and selfless animal, that can be consequently implemented for more efficient and effective public administration in India.

#### **The Role of 'The Jack The Jockey and The Celebrity' in Management Education in India.**

The famous quote, "*There must be a pony in there somewhere!*" if investigated upon its origin, makes for an interesting and profound learning in subject areas like Entrepreneurship, Leadership and Market Research.

The *Jack* as a vehicle to Indian Goddesses like the Kalaratri and the Sheetalata must be incorporated in subject areas like Indian Ethos and Values in Management.

The *Jack*, a common symbol of the Democratic Party of the United States, originating in a cartoon by Thomas Nast of Harper's Weekly in the nineteenth century may be brainstormed in subjects like Human Resource Management and Strategic Management.

*The Jockey and The Celebrity*, implying Mr Randeep Hooda, may be invited in Management Institutes to deliver an address and a simulated case study may be conducted on the 'Braying issues' and 'Fodder for thought' section of the case study titled, *'The Jack The Jockey and The Celebrity.'*

Management Institutes must encourage students to join as volunteers at The Donkey Sanctuary India / UK and GPEC. On the other hand, DSI / UK and GPEC must jointly work out to enroll students as paid interns and or their employees from any Management Institute.

#### **The Role of 'The Jack The Jockey and The Celebrity' in elections and electoral reforms in India. (Irrespective of the One Nation One Poll possibility.)**

"NOTA" or 'None of the Above' has been provided as an option to the voters of India in most elections. Through the usage of NOTA, a citizen can choose not to vote for any candidates who are contesting the elections. The symbol for NOTA in Indian elections should be *'The Jack'*, conveying, "*I'm a better candidate!*" - The Voice of The Democratic Indian.



However, NOTA in India does not guarantee dismissal of the winning candidate. Therefore, it's only a method to give a negative feedback. NOTA does not hold any electoral value even if the maximum votes are for NOTA, the candidate with maximum vote share will still be the winner.

*The Jockey and The Celebrity*, Mr Randeep Hooda, must attempt to ensure that NOTA is upheld by word and spirit and that *The Jack* is given its rightful place on EVMs. Thus, honoring The Supreme Court's observation that people of high moral and ethical values are chosen as people's representatives for proper governance of the country, and NOTA button can compel political parties to nominate a sound candidate. This can be done by ensuring that NOTA guarantees dismissal, if maximum votes are for NOTA. In such a NOTA scenario, where *The Jack* emerges the winner, *The Voice of the Democratic Indian*, that particular constituency shall foster, adopt and sponsor donkeys of their or neighboring constituency.

#### **The Role of 'The Jack The Jockey and The Celebrity' in issues related to Workplace, Academia and Society.**

Conflicts of varied kinds are inevitable at workplace employing people of diverse Culture and Nationality. While 'Inclusion and Diversity' is one of the concepts to leverage multiple skills, *The Jack* committee constitution becomes vital to internally report and redress grievances related to any kind of inequality, discrimination and hate speech at workplace, be it public or private.

Special Courts, *The Jack Court* must be designated in every district to resolve, within 30 days, issues related to the following, within the ambit of Labor Laws in India. There is a need to devise a mechanism called, *The Bray Petition*, in the below mentioned grievances, which can be held valid at *The Jack Courts*.

- Discrimination of any kind.
- Inequality of any kind.
- Hate Speech of any kind.
- Abolish of Child Labor.
- Students with burdened school bags
- Discredit, Violence and Torture of any kind.
- Deprivation of any kind.

*The Jockey and The Celebrity*, Mr Randeep Hooda, must attempt to ensure that 'The Jack Courts' are established by the Government of India and *The Jack* committees are constituted at Workplace. He must ride this cause with a missionary zeal!

Other known personalities may be brought in to take up this cause and raise an awareness on these serious issues of concern to the society.

Lastly, it would be unfair to conclude this section, 'The Case Writer's Perceptions' on the case study, without a token of my contribution towards the cause of the welfare of donkeys. So, herewith a donation in kind. I donate this lyrics, penned by me, to The Donkey Sanctuary. Their office is free to use this lyrics as deemed appropriate. Hee- Haw!

IN OBSERVANCE OF UNITED NATIONS WORLD HAPPINESS DAY.  
20 March.

**The Donkey Assisted Therapy Anthem.**

*I am the world.*

*I am 'I'.*

*None is 'I'.*

*I am the will.*

*I am the world.*

*I need no mercy.*

*I need no help.*

*I need no pulley.*

*I need not bully!*

*My needs are special.*

*My needs are different.*

*My needs are a challenge*

*That only a donkey meets.*

*I need no guide....oh! Please don't mind*

*If together we unwind.*

*My donkey is for keeps*

*Who loves me in heaps.*

*Together we bray for peace.*

*Together we heal.*

*I am 'I'.*

*None is 'I'.*

*I am the will.*

*I am the world.*

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## EXECUTIVE SUMMARY.

**Title of the Case Study:** *The Jack The Jockey and The Celebrity.*

**Type of Case Study:** Armchair.

**Source of Data:** Internet, Inspiration and Subject Knowledge.

**Level of difficulty:** Novice to advance.

**Relevant subject areas:** Management, Social Sciences and Humanities.

**Objectives:** 1. To advocate for the welfare of the donkeys in India and Worldwide.

2. To attempt to bring about Attitudinal and Perceptual changes in the public towards donkeys in India.

3. To derive academic lessons from this intelligent and hardworking animal.

4. To highlight and create an awareness on the functioning of The Donkey Sanctuary UK in India.

5. To make donkeys as a vehicle or an agent of social change in India.

6. To motivate renowned personalities to propagate for the welfare of the donkeys in India and seek their support for the donkey in his journey towards bringing about a social change in India.

**Immediate issue:** The Welfare of the Donkeys in India and worldwide.

**Underlying issues:** The Academic learnings and Social change.

**Synopsis:** *'The Jack'* in the case refers to 'The Donkey' and *'The Jockey and The Celebrity'* refers to the Hindi film actor Mr Randeep Hooda. *'The Jack'* section of the case describes the functioning of The Donkey Sanctuary UK in India. *'The Jockey and The Celebrity'* section of the case describes the activities and functioning of the Gurugram Polo Equestrian Club founded by Mr Randeep Hooda in India. The author attempts to raise issues of concern related to the Welfare of the Donkeys and asks a very pertinent question. "What's with the donkeys?" vis-a-vis other animals like lions, cats, dogs and squirrels. The author is implacable and further poses tough questions, juxtaposing the trio-*'The Jack The Jockey and The Celebrity'*. The perception of the case writer ranges from the Welfare of the Donkeys worldwide to bringing about electoral and labor reforms in India, riding on the intelligent, hardworking and selfless 'Jack.' Lastly, this implacable case study Author and Screenwriter, takes the initiative and benevolently donates in kind to the cause and the mission.