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Email: [info@lbassociates.com](mailto:info@lbassociates.com)

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#### Patron

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#### Contributors

Jay Prakash Yadav

Manish Kumar Verma

Dr. K. Sasikala

Dhanush N. Reddy

Shahu Sardar

Sameer Gudhate

Raj Mehta

Shalini Singh

Mriganka Chandra

Ashish Anthony

#### Editor

Priyanka Kaushal

[creaturecompanion@lbassociates.com](mailto:creaturecompanion@lbassociates.com)

#### Design & Layout

Atul Kumar

#### Director Marketing & Content

Binoy Saheer

[info@iipdf.com](mailto:info@iipdf.com)

#### Subscription

[info@creature-companions.in](mailto:info@creature-companions.in)

#### Legal Consultant

Roopa Somasundaran

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# Publisher's Note

## Dear Readers,

Dear Readers,

The Covid-19 pandemic represents one of the greatest public health crisis in recent history. It is a wakeup call for us to dive deep into the mysteries of interconnected continuum of life. Experts have noted that the genesis of Covid-19 pandemic lies on a close and interdependent links of humans, animals and environment, in consonance with the One Health approach. Many of the same microbes infect animals and humans, as they share the eco-systems they live in. So efforts by just one sector cannot prevent or eliminate the problem. If we need to preserve viability of life on this planet, we must strive to understand the connections and the interrelatedness of all things. In this edition, our columnist, Jay Prakash Yadav writes on what role the veterinarians have, to play in the current crisis. This pandemic is an opportunity and obligation for change, so our writer explains how veterinarians are crucial to preserving food security, navigating the current pandemic, and preventing future pandemics. On a similar note, Dhanush Reddy, an ardent birder, shares his insights on 'Conservation'. He explains how birds can be considered to be distinguished indicators of the health of overall environment.

This edition touches on some important aspects of pet care, unfolding various ways in which we can drive closer to our pets and take care of them like never before! Dr. K. Sasikala writes about nutrition of healthy dogs and cats, while our writer Manish Kumar Verma shares information on how consuming chocolates can be harmful for dogs. Mriganka Chandra, an avid animal lover and a responsible pet parent, presents a checklist need to be ticked before taking your furry one to a beach. The mesmerizing narrative of Ranjana about her darling 'Champ' will surely make you relive the joyous moments you must've spent with your pets.

The Industry Speak segment carries an engrossing interview of Col (Dr) P K Chug – a man with a mission to modernize current dog training in all forces. He is the Consulting Director of Police K9 Cell established under the Ministry of Home Affairs, Government of India. He shares some interesting anecdotes from his life, which are sure to give you goose bumps!

Apart from this, we also feature some educative and engaging reads on the expert guide for stocking an aquarium, 10 common types of cory catfish, a heart-warming adoption story of Joey, a pet photo shoot experience by Raj Mehta, 10 ways to use whatsapp for a pet business, and 'decoding retail' by Ashish Anthony.

Happy Reading!

*Linda Brady Hawke*



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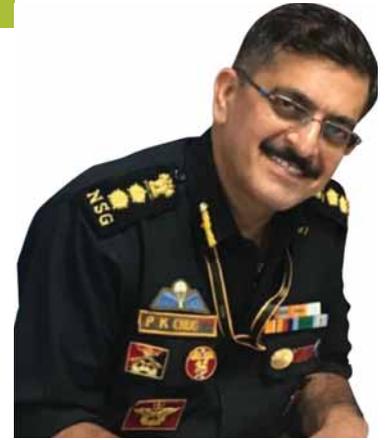
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## Atlanta Pet Fair & Conference to Kick Off an In-Person Event in June



The Atlanta Pet Fair & Conference is set to take place this June 24–27 at the Georgia International Convention Center in College Park, Ga. The conference will include education sessions, networking sessions, grooming competitions, and ‘cutting-edge’ products, according to the World Pet Association officials (WPA), organizers of the trade show.

More than 50 sessions will be offered. The schedule will feature a range of topics serving beginner to expert groomers, and will include hands-on learning and grooming demos, business strategies and marketing tactics, skill building, and half-day intensive courses.

## The UK Introduces Legislation to Recognize Animals as Sentient Beings & Publishes History-Making Action Plan for Animal Welfare

The UK Government published a history-making Action Plan for Animal Welfare. The plan is designed to revolutionize the treatment of animals in the UK and introduce measures to protect welfare of animals abroad. The Government also took another significant step forward on animal welfare by formally recognizing animals as sentient beings through a new Animal Sentience Bill, putting animal welfare at the very heart of government policy decision making.

The release of the Action Plan for Animal Welfare comes less than one month after Queen Elizabeth signed The



Animal Welfare (Sentencing) Act 2021 into law. This new legislation increases the maximum penalty for animal cruelty in England and Wales from six months to up to five years in prison. The amended legislation also aims to deter would-be animal abusers from committing acts of cruelty.



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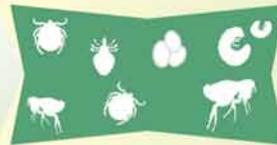


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Chicken Soup for the Soul Pet Food Lends Helping Hand to Pet Project Midwest



Chicken Soup for the Soul Pet Food recently donated 9,827 pounds of pet food to the pet pantry at Pet Project Midwest in Des Moines, Iowa. The donation was initiated through a longtime relationship between the pet food company, local retailer Bone-A-Patreat and Drake University's Griff Gives Back charitable program, officials said in a statement. To date, the program has donated more than 3 million meals to pets in need nationwide, according to officials.

Hotel Hilton Launches a 'Bone Appétit' Dog Menu to Help Pet-Parents Thank their Canines

Many people forced into isolation during the Covid-19 pandemic credit their pets for keeping them sane through the lockdown. Hilton wants to reward those furry friends with some fine dining.

Starting May 17, 32 of Hilton's pet-friendly hotels in the United Kingdom

Bill to End Puppy Mill Pipeline & Ban the Retail Sale of Dogs, Cats, and Rabbits in New York Passes State Senate; Advances to Assembly



The New York State Senate approved Bill S.1130, to shut down the puppy mill pipeline and end the retail sale of dogs, cats, and rabbits in pet stores across the state. The Bill, sponsored by Senate Deputy Majority Leader Michael Gianaris, must now

be approved by the Assembly, before moving to the Governor's desk for his signature.

Most of the animals available for sale in pet stores come from notorious dog, cat, and bunny mills, which are known to be inhumane. Offspring of mill animals often have congenital issues resulting from poor breeding and can cost families thousands of dollars in veterinary care. If the Bill is approved in the House, New York will join other states and hundreds of localities in taking a strong stand against puppy mill cruelty.



and Ireland will offer the hotel chain's new dog menu, Bone Appétit, according to a news release. Hilton said that the menu was developed

with veterinary nutrition experts and approved by DogFriendly, which helps dog owners in the UK find pet-friendly hotels and restaurants.

Hilton promoted the new menu as a chance to thank pets for how they've helped their owners through the pandemic, citing the hotel's research that found 82% of British pet owners said their dog was as valuable and supportive as family and close friends over the past year.



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## The First-ever Dog Park in the City of Mumbai

The much-awaited first-ever dog park is soon going to be opened at Vashi in Navi Mumbai, Maharashtra. All pet parents in the city are excited and are eagerly waiting for its opening. The dog park includes an area that is around 870 square meters. It is expected to have two different gates for entry and exit. The park will have 15 different

play equipments of different sizes to suit all kinds of breeds. Hurdles, balancing beam, and stepping paws along with a pet's water station and seating area for pet parents are some of the equipments that the park will include. The estimated cost for this dog park is around INR 26 lakhs and the estimated time for the park to be completed is three months.



## India Facing Pet Food Shortage; Govt Urges Industry to Boost Production

Animal Welfare Board of India (AWBI) Chairman O P Chaudhary, addressing a webinar organized by industry body PHDCCI, said that India, which has an estimated pet animal population of 29 million, is facing a shortage of pet foods and urged the industry to boost local production by taking advantage of the existing central schemes. The board said that the industry players can avail credit facility given under the Animal Husbandry Infrastructure Development Scheme (AHIDS) for setting up animal feed manufacturing facilities.

However, pet food makers such as Mars International India and Royal Canine India said higher taxes, ambiguous business environment, absence of uniform framework, and quality standards are major hindrances for the sector's growth.

## Hospital for Stray Dogs Coming Up in Chandigarh

A highly developed hospital and laboratory for stray dogs will soon be operational at Raipur Kalan village in Chandigarh, Punjab, India. The hospital is built mainly to sterilize and vaccinate stray dogs in the locality, however, it will also have equipment and medicines to provide treatment and help the injured stray ones. The injured canines will be put up at the centre for treatment and supervision until they recover. The new facility, which is part of the Animal Birth Control Centre, is coming up on a two-acre plot and will also have a dog pound to house around 500 stray dogs and sterilize about 1,000 dogs.

## Sterilization and Vaccination Program will Soon be Initiated in Kashmir

The Municipal Corporation Authorities of Srinagar have a plan to launch a huge animal birth control program. This program will help in sterilizing around 50,000 stray dogs over a period of six months. The main aim of this program is to control the rising population of stray canines in the city. The rise in the population of strays has been a constant issue in Kashmir, India. The city reported around 66,700 dog bite cases in last 12 years.



A fresh and new survey will be conducted before initiating the sterilization program to know the current and actual population of dogs in the locality. According to the estimation made by conservationists, the population of stray canines in Kashmir was around 60,000 to 70,000. While speaking to Hindustan Times, Srinagar Municipal Commissioner, Athar Amir Khan stated that this program was finalized after receiving suggestions from Sher-e-Kashmir University of Agricultural Sciences and Technology, members of civil society, the department of preventive and social medicine of GMC Srinagar and several NGOs.

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# Champ

Kristan Higgins once said, "When an eighty-five pound mammal licks your tears away, then tries to sit on your lap, it's hard to feel sad." Such is the bond of Ranjana and her darling Champ, who has made her life a real heaven on earth! Here are a few glimpses of their mesmerizing journey...

## HOW'S BEEN YOUR JOURNEY WITH CHAMP SO FAR? WHEN DID SHE COME IN YOUR LIFE?

We found 'Champ' roaming alone on a busy road in Delhi; it was a winter night, when she almost met with an accident. We tried to find her mother or other siblings but no luck. She was shivering, hungry, and confused, so I brought her home and since then she's become an inseparable part of our family. She is four years old now. Journey of these four years has been very beautiful because no matter how bad your day is, when you reach home, she welcomes you with so much love & joy that makes you forget everything and refreshes your mood.

## 'CHAMP'... HOW DID YOU COME UP WITH THIS NAME FOR HER?

We named her 'Champ' because she was extraordinary, smart, and super active girl. She managed to steal & eat food on her own from the bowl of big dog of my house the same night she came to our house.



MOSTLY WE GIVE HER HOME COOKED FOOD LIKE BOILED EGGS, CHICKEN WITH RICE/CHAPATI & VEGETABLES, AND SOMETIMES WITH CURD OR MILK. SHE LOVES TO EAT RAW VEGETABLES, ESPECIALLY PEAS. WE ALSO GIVE HER WOOF YUMS DEHYDRATED FOOD THAT SHE SIMPLY CHERISHES.



binkymart.com (this site is run by a volunteer who supports stray dogs).

**HOW DO YOU LIKE TO SPEND TIME WITH CHAMP? WHAT ARE HER FAVOURITE ACTIVITIES?**

Oh! I like everything... just sitting with her and watching TV or even talking to her. She loves to go out – always ready to go for a walk or to park. Her favourite activities are to play with her sister (my other dog Pihu) in the park and run after pigeons.

**PANDEMIC IS FOR HUMANS, WE CAN'T GIVE PUNISHMENT TO OUR PETS FOR THAT; WE DO TAKE HER FOR WALKS TO PARK BUT WE MAKE SURE TO WEAR MASK OURSELVES AND WASH HER FEET AFTER EACH AND EVERY WALK.**

**WHAT IS CHAMP'S DIET? HOW DO YOU PLAN HER DIET AND TAKE CARE OF HER NUTRITION?**

Mostly we give her home cooked food like boiled eggs, chicken with rice/ chapati & vegetables, and sometimes with curd or milk. She loves to eat raw vegetables, especially peas. We also give her Woof Yums dehydrated food that she simply cherishes.

**HOW DO YOU PREFER TO SHOP FOR HER - ONLINE OR OFFLINE? DO YOU PREFER ANY PARTICULAR E-COMMERCE SITES/PET SHOPS?**

I generally prefer to shop online for her and most of the products that I've bought for her are from www.

**DO YOU TAKE CHAMP ALONG WHEN YOU TRAVEL?**

Actually, she's got car sickness; she starts vomiting after an hour and becomes so restless that we can't travel long distances with her but we do take her for short visits to our friends/relatives.

**CONSIDERING THE CURRENT SITUATION OF PANDEMIC, IT'S BEEN TOUGH FOR ALL OF US LOCKED UP IN OUR HOMES. HOW HAS BEEN YOUR EXPERIENCE WITH CHAMP?**

You can learn so much from them like to enjoy little things in life, sit calmly without doing anything, and give selfless love to everyone!

Yeah true, pandemic is for humans, we can't give punishment to our pets for that; we do take her for walks to park but we make sure to wear mask ourselves and wash her feet after each and every walk.

**DO YOU THINK BRANDS ARE DOING ENOUGH TO PROMOTE RESPONSIBLE PET KEEPING ALONG WITH PROMOTING THEIR PRODUCTS?**

Yeah, I think so but they can do much better like promoting Indian dogs, sensitize people towards stray animals etc.

**BEING PARENTS OF A DESI DOG, WHAT MESSAGE YOU WISH TO CONVEY TO YOUR FELLOW PET PARENTS?**

I just want to convey that they are as good as any other breed dog and even better. They are low maintenance and can be easily house trained. They can endure the harsh Indian climatic conditions without any issue. So love them unconditionally!



# MY · Pet · MY Story

Sometimes you save a dog and sometimes a dog saves you. Such is the story of Shivali Dasgupta and Sufi. One Sunday on a casual trip to the mall Shivali stumbled across a stall hosted by PFA fostering all kinds of Indie puppies who had lost their mothers and were orphans. Amidst it all suddenly magical chemistry happened between Shivali and the tiny Sufi who was hiding behind all the puppies in the lot. Call it love at first sight or what you may, that chemistry gave Sufi a home and Shivali gave Sufi her heart. Shivali recalls her busy schedule and being unmarried back then, she didn't have the bandwidth to take on the responsibility of a pet. But who can stop the magical chemistry when it flows.

With the decision already taken to bring Sufi home, what followed were pieces of advice about how wrong her decision was, pouring from all corners. Advice about her age, her marital status, finances, etc all of it followed, but Shivali was very clear, she was in love with Sufi and she had no regrets about bringing her home. Being a pet parent is fun but it comes with its own set of challenges, it comes with its share of ups and downs. There are good days when you spend the entire day playing with your pet and then there are not so good days when your pet might not be feeling well. Getting the adoption papers sorted, vaccination,

## Shivali and Sufi

By **JUST DOGS**



SHIVALI RECALLS THE DAY SUFI CAME HOME AT 80 DAYS OLD, HOW SHE WOULD NEVER SLEEP ALONE AT NIGHT, SHE GOES ON TO SAY "EVEN TODAY, SHE SLEEPS ON THE BED WITH HER BLANKET AND TOYS

etc are part of the journey of being a pet parent. Shivali recalls the day Sufi came home at 80 days old, how she would never sleep alone at night, she goes on to say "even today, she sleeps on the bed with her blanket and toys and all occupying majority of the space leaving a tiny bit for me."

Sufi is one of those lucky pets who has had the privilege of extensive travel. From Ambala to Delhi, Dehradun, and Ahmedabad. She has been a part of a 30 - hour long road trip as well with Shivali. Recalling an incident that happened during demonetisation, Shivali goes on to say "Sufi did the most criminal activity ever, she tore the only 500 note in the household. I was angry also but on the inside, I was like aww so cute, but outside I have to be angry because I have to parent her." Her life is full of many such sweet and salty memories with Sufi. Breaking the myth that Indie dogs cannot be trained, Shivali feels people need to be made aware of Indie pets and how well they can be trained, from food habits to basic skills. Shivali is a strong advocate of 'Adopt Don't Shop'. She feels, it is better to give a pup a home that really needs it. She says "The love and the most genuine attraction you feel is when you save a life." She urges everyone to go for indie as a pet as it will change your life, it surely changed hers.

Watch this space for more heartwarming stories.



# Role of Veterinarian in COVID-19 Crisis

By Jay Prakash Yadav\*

## INTRODUCTION

The COVID-19 pandemic started in December 2020 and continues to disrupt the balance of our ecosystem and our ways of life, resulting in negatively impacting our food supply chains, livelihoods, economies, animal production systems etc. This unprecedented

global crisis has provided us with new evidence that a longstanding and sustainable One Health collaboration is needed. The veterinary profession, through effective and efficient Veterinary Services (VS), is crucial to the successful promotion of a One Health approach for the continuity and maintenance

of activities that are crucial to public health. Given the animal-origin of COVID-19 and the predominance of zoonoses in emerging infections, the veterinarians' key role is provided by their important work in animal and public health disease surveillance to prevent disease outbreaks, including zoonoses. They have long years of experience and expertise in dealing on the one hand with the circulation of pathogenic viruses among wild animals (epidemiological surveillance) and on the other hand with epidemics caused by emerging or exotic pathogens introduced into fully sensitive animal populations. Indeed, the contribution of public health veterinarians from a One Health perspective can be envisaged and substantiated through different levels of expertise, such as viral surveillance of wildlife; the diagnosis and molecular characterization of SARS-CoV-2; the veterinary contribution on vaccines; animal import risk assessment knowledge to tackle COVID-19; food security, safety and livelihood; contribution in policy making; awareness about COVID-19 etc.

### **VIRAL SURVEILLANCE OF WILDLIFE**

It is recognized that about 75% of emerging infectious pathogens in humans are zoonotic in origin. Environmental destruction, caused by intense agriculture, land clearing, deforestation, wildlife trade and climate change, is putting humans into closer contact with animals carrying microbes that can be transferred to people during these encounters. Among the targeted species, bats are expected to play a key role as reservoir and pangolin as intermediate host in COVID-19 pandemic. Coupled with human

hunting, sale, and consumption of wild animals mostly in China, may create the conditions for the transmission of SARS-CoV-2 from wildlife to human population and further human to human transmission. The role of veterinary virologists, with their study of virus evolution, notably the circulation and pathogenesis of viruses in domestic and wild animals, is essential for coordinating integrated surveillance studies on the emergence of SARS-CoV-2.

**ANIMAL IMPORT RISK METHODOLOGY CAN BE QUICKLY UPDATED AND ADAPTED TO COVID-19 PREVALENCE ESTIMATE FOR COUNTRIES TO ASSESS THE IMPACT OF ANY FURTHER CHANGES TO INTERNATIONAL TRAVEL POLICY OR DISEASE OCCURRENCE.**

### **THE DIAGNOSIS AND MOLECULAR CHARACTERIZATION OF SARS-COV-2**

In this precarious time of COVID-19, veterinarians have shown their commitment to support the work of human health authorities. Scientists, research associates, research fellows and research scholars of many veterinary universities of country and veterinary laboratories through their experiences and expertise are engaged in testing of human samples for SARS-CoV-2, thereby supporting the diagnostic capacity of human health services. Some

veterinary universities and clinics have donated the essential materials such as real-time PCR, personal protective equipment and ventilators to medical colleges/universities. Veterinary professionals are also voluntarily participating in hospitals and laboratories in these COVID-19 crises, when human resources are not sufficiently enough to cope up with the current situation. In some countries, veterinary epidemiologists are actively involved in the public health response to track the disease in humans and to support the development of effective public health interventions.

### **THE VETERINARY CONTRIBUTION ON VACCINES**

Pfizer has developed mRNA based COVID19 vaccine under the leadership of CEO Albert Bourla, who is a Greek veterinarian. Strong acceleration in the action against COVID-19 comes from the progress of the genome sequencing technique (Next-generation sequencing) and related global sharing of sequences and bioinformatics analysis. Moreover, in the case of COVID-19 the animal research and the use of animal models, notably the species susceptible to SARS-CoV-2, such as ferrets, non-human primates, rabbits, cats and white tailed deer, along with the availability of artificial intelligence programs and algorithms, clearly support the development of human treatments and vaccines in relation to many different disorders.

### **ANIMAL IMPORT RISK ASSESSMENT KNOWLEDGE TO TACKLE COVID-19**

The veterinary experience in animal import risk assessment can support government in defining a COVID-19

**FOOD SECURITY, SAFETY, AND LIVELIHOOD ARE INTRINSICALLY LINKED TO SOUND ANIMAL PRODUCTION SYSTEMS. VETERINARY SERVICES (VS) HAVE CONTINUED TO IMPLEMENT THEIR MULTIPLE ACTIVITIES, WHICH CONTRIBUTE TO ENSURE A CONTINUUM IN SAFE FOOD PROVISION FOR POPULATIONS, SUSTAIN THEIR SUBSISTENCE, AND TO UPSTREAM THE ECONOMICS OF THE COUNTRIES.**

risk strategy for international air travel. Animal import risk methodology can be quickly updated and adapted to COVID-19 prevalence estimate for countries to assess the impact of any further changes to international travel policy or disease occurrence. Such methodology was developed by the UK Public Health England modeling team, composed of veterinary epidemiologists, risk assessor and animal infectious disease modellers, and responsible for providing scientific advice to inform Government's COVID-19 policy on travel controls.

**FOOD SECURITY, SAFETY, AND LIVELIHOOD**

Veterinarians have played a pivotal

role in the food security, safety and livelihood in the current COVID-19 crisis. Food security, safety, and livelihood are intrinsically linked to sound animal production systems. Veterinary Services (VS) have continued to implement their multiple activities, which contribute to ensure a continuum in safe food provision for populations, sustain their subsistence, and to upstream the economics of the countries.

**CONTRIBUTION IN POLICY MAKING**

The OIE has contributed to develop high level guidance for veterinary laboratories working with public health services to support testing of human samples and is

currently developing guidance on the circumstances under which exceptional testing of animals might be justified in COVID-19 pandemic.

**AWARENESS ABOUT COVID-19**

Veterinarians may play an important role in the prevention of disease in the society by promoting hand hygiene, restrict contacts between COVID-19 patients and healthy animals, hygiene around human and animal dwellings, social distancing, wearing mask etc. In the start of COVID-19 pandemic, people have misconception that eating chicken and eggs may lead to the transmission of disease, which results many people had stop eating poultry products. Later it was confirmed that there is no chance of transmission of COVID-19 by consuming poultry meat and eggs and veterinarians have played a pivotal role to remove this misconception by organizing various chicken and egg awareness melas.

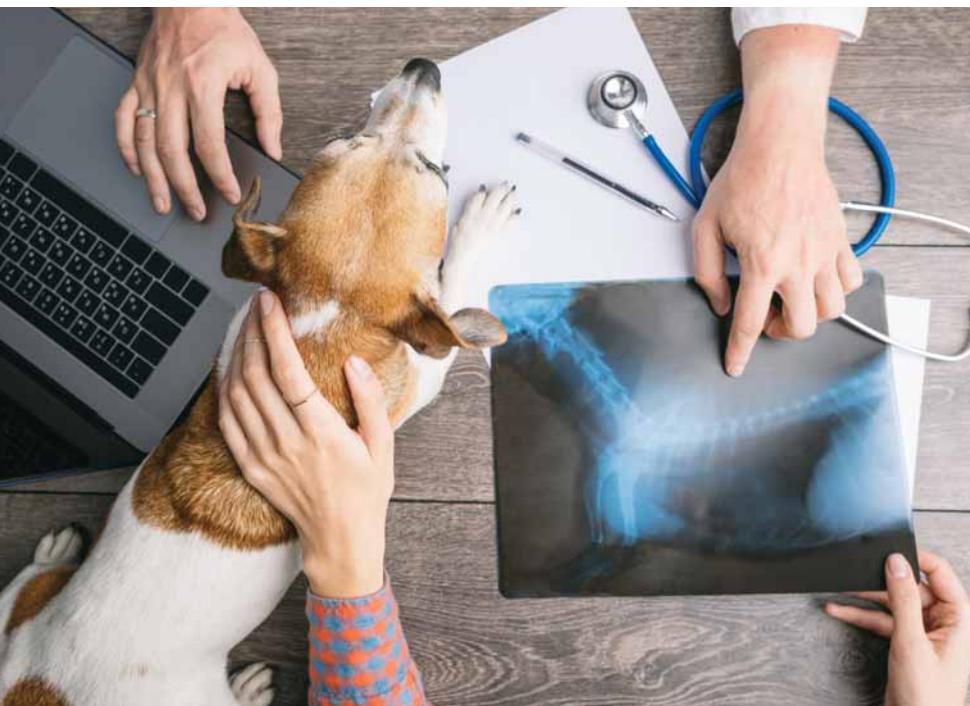
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\* Author is Research Associate, Department of Veterinary Public Health and Epidemiology, Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar- 125004, India  
Email: dr.jayvet02@gmail.com





# CHOCOLATE POISONING IN DOGS

By **Manish Kumar Verma\***

## INTRODUCTION

There is various food items that are suitable for being consumed by humans because these can be easily digested, metabolized and excreted but on the other side can be hazardous to dogs. One of these food items is chocolate. Chocolate poisoning is common in dogs but other species are also susceptible. Chocolate is produced from the beans of *Theobroma cacao* that are manufactured into cocoa solids and cocoa butter. Chocolate consists of two main components Theobromine and caffeine. Out of which Theobromine, a Methylxanthine is

more potent toxin. This mainly causes central nervous system excitation, cardiac stimulation and respiratory system hyperactivation. Primary signs of poisoning in dogs include vomiting, haematemesis, and polydipsia. Polyuria, hyperirritability, tachycardia, excessive panting, ataxia, and muscle twitching are also observed. Sometime effects may progress to cardiac arrhythmias, seizures, and death of animal occurs. The poisoning occurs due to lack of knowledge to people concerning the serious health threat to dogs. It is caused by

indiscriminate eating habits and easily available sources of chocolate.

**ETIOLOGY**

1. Accidental ingestion of chocolate
2. Transplacental transmission of Theobromine in developing foetus
3. Transmammary transmission of Theobromine in suckling neonates

**MECHANISM OF TOXICITY**

Theobromine and Caffeine is absorbed from gastrointestinal tract and distributed throughout the body. They are metabolize in liver and excreted in the urine. Half-life of Theobromine and Caffeine is 18 hours and 5 hours respectively in dogs. LD50 of both theobromine and caffeine is 100-200 mg/kg. Theobromine and Caffeine show competitive inhibition of Adenosine receptors present in cell membrane. Also Theobromine inhibit cellular uptake of Calcium which causes increase in intracellular Calcium level hence there is increased contractility of skeletal and smooth muscles. Methylxanthine also competes for Benzodiazapene receptors within the central nervous system and inhibit Phosphodiesterase enzyme, resulting in increased cyclic AMP levels. Methylxanthine may also increase epinephrine and norepinephrine level.

**TOXIC SIGNS**

Common clinical signs like vomiting, diarrhea, panting, restlessness, increased thirst and increased heart rate are observed under low dose toxication. Clinical signs are changed to cardiotoxic as the dose progresses and at very high doses nervous signs like seizures, muscle tremors and heart failure are observed. Death may

occur due to cardiac arrythemia or asphyxia. Toxic Symptoms and signs will starts appear within two hours of ingestion, but it metabolised slowly, it can take as long as 24 hours. In severe cases, symptoms can last up to 72 hours. Early treatment will help your dog recover quicker.

**DIAGNOSIS**

- History of accidental chocolate ingestion.
- Clinical signs along with presence of chocolate odour from vomitus, saliva and feces.
- ECG showing abnormalities in rhythm or conduction of heart

**IF THE DOG HAS CONSUMED CHOCOLATE RECENTLY AND NOT VOMITED YET, THEN VOMITION IS INDUCED BY ADMINISTRATION OF APOMORPHINE 0.04 – 0.1 MG/KG BODY WEIGHT SC.**

**TREATMENT**

- There is no specific antidote for theobromine. Every dog is different and the exact treatment protocol has to be adjusted according to the quantity of chocolate thought to have been consumed and the symptoms that the dog is displaying.

- If the dog has consumed chocolate recently and not vomited yet, then vomition is induced by administration of apomorphine 0.04 – 0.1 mg/kg body weight SC.
- Diazepam 0.5-2 mg/kg slow IV or used for seizures and muscle tremors; phenobarbital @2-3 mg/

kg b. wt. orally BID may be require for severe seizures.

- The circulation needs to be supported by fluid therapy i.e. Dextrose normal saline 20ml/kg body weight IV.
- Activated charcoal 1-3 g/kg body weight orally, repeated at every 8 hours. This is necessary to prevent Theobromine from getting absorbed again for enterohepatic circulation, after getting metabolized by liver.
- Other treatment includes maintaining acid base and electrolyte balance.

**DIFFERENTIAL DIAGNOSIS**

The chocolate poisoning should be differentially diagnosed with Amphetamine and Cocaine toxicosis and ingestion of Antihistaminics.

**OUTLOOK**

It depends upon how much chocolate or cocoa powder the dog has eaten and how long before the consumption has occurred. Death may occur if treatment is delayed until severe, persistent vomition has developed. If seizures have developed, then prognosis is guarded. If the treatment is early except for dogs that have consumed very large quantities of chocolate, the outlook is generally quite good.

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\* Author is currently pursuing Ph. D in Veterinary Pharmacology and Toxicology from the college of Veterinary and Animal Sciences, G. B. Pant University of Agriculture and Technology, Pantnagar, Utrakhand.

He served as a guest faculty (2018 to 2019) in the department of Veterinary Pharmacology, N. D. University of Agriculture and Technology, Ayodhya, Uttarpradesh. He has, over the years, investigated the immunomodulatory and antioxidant property of phytochemicals. He is currently working on the evaluation of Fipronil on xenobiotic metabolism.

# NUTRITION OF HEALTHY DOGS AND CATS

By **Dr. K. Sasikala\***

## INTRODUCTION

Although both dogs and cats are classified as carnivores, their nutrient requirements are not identical. Dogs have the capability to use plant sources for synthesizing taurine, arachidonic acid and vitamin A from their metabolic precursors present in plants, cysteine, linoleic acid and beta-carotene, respectively. Cats, by contrast, either have diminished enzyme activities for synthesizing these nutrients (taurine and arachidonic acid) from their metabolic precursors, or they do not possess the enzyme. Cats must therefore obtain these nutrients from their diet.

## GENERAL FEEDING RECOMMENDATIONS

Practitioners should advise clients to choose a commercial diet that has passed an Association of American Feed Control Officials (AAFCO) animal protocol test for the particular life stage of the cat or dog. The exception would be if a particular dog or cat has a medical problem; then a specific therapeutic diet should be fed.

## MEETING ENERGY NEEDS

About 80% of the food eaten by mature cats and dogs is used to provide their energy needs. The requirements for protein, minerals and vitamins can be met in the remaining dry matter.

Therefore, meeting energy needs is the first consideration in feeding cats and dogs.

Energy, unlike individual amino acids, vitamins and minerals, is not supplied by any single nutrient but is provided by the oxidation of substrates, primarily fats, carbohydrates and proteins.

All adult cats and dogs that are voluntarily consuming food should be fed relative to their body condition and not by a formula.

Pregnancy causes a demand for energy greater than normal adult



maintenance requirements. Queens and bitches in normal body condition may be given food free choice during pregnancy to allow for the increase in body tissue that will be mobilized during lactation and by fetal energy demands.

Whereas the later stages of pregnancy increase energy requirements by about a third, lactation places a huge demand on the bitch and queen and can result in energy intakes three to four times above maintenance.

**PROTEINS AND AMINO ACIDS**

Proteins are added to diets to provide essential amino acids and nitrogen. Both essential and dispensable amino acids are necessary at the cellular level for protein synthesis. Several amino acids are precursors for hormones and neurotransmitters.

Carnivores have no problem meeting their protein or amino acid requirements if they eat other animals, because the body composition of various animals is quite similar and is high in good-quality protein.

Nutritional problems arise only if a client attempts to feed a carnivore a vegetarian diet or a diet that has poor-quality ingredients (e.g., by-products that are high in collagen, such as skin and bone) or products that have been excessively processed.

Specific amino acid deficiencies or excesses can cause a variety of problems, such as cataracts, dermatitis, hair loss or reddening of black hair or both, irritability, neurologic deficits, hyperammonemia, fatty liver, low glutathione, and emesis.

**MINERALS AND VITAMINS**

Adult cats and dogs require the

same minerals and vitamins that are essential to growing kittens and puppies. Although the requirements for growing kittens and puppies are fairly well defined, those for adults are not known with the same precision.

**Minerals**

The bioavailability of calcium, phosphorus, and magnesium from plant sources is considerably less than that from mineral salts or bone and should be discounted by 50%.

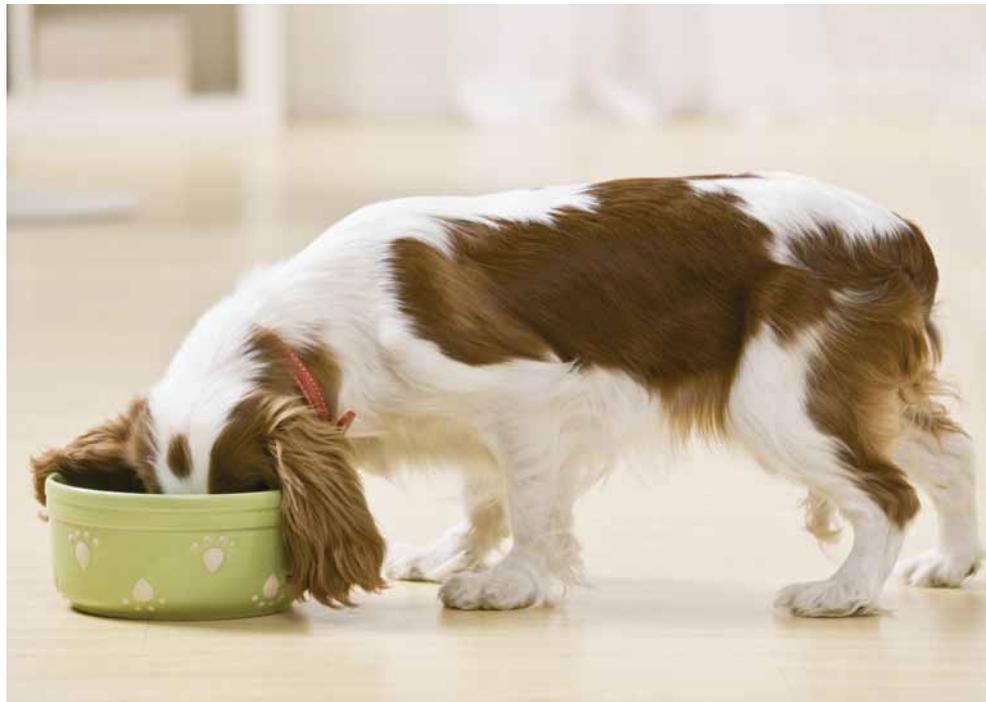
In contrast, sodium, potassium, and chloride are readily exchangeable and no adjustments are necessary concerning their source.

Zinc deficiency is common in dogs fed some of the lower-quality dry diets.

Clinical signs of copper deficiency have been reported in newborn kittens from queens given diets containing copper oxide as a supplementary source of copper. Reproductive performance of the queens were also reduced.

Diagnosis of mineral deficiencies should be based on specific clinical signs, blood, plasma, or tissue concentrations for the species, as well as on reversal of clinical signs after supplementation with the specific mineral while the cat or dog is maintained on the same diet.

**BOTH CATS AND DOGS HAVE A METABOLIC REQUIREMENT FOR VITAMIN K. INTESTINAL SYNTHESIS APPEARS TO BE ADEQUATE TO SUPPLY THIS NEED IN DOGS. WHEN CATS ARE FED SOME HIGH-FISH DIETS, THEY HAVE A PROLONGATION OF CLOTTING TIME AND REQUIRE SUPPLEMENTAL VITAMIN K.**



## Vitamins

For the fat-soluble vitamins A, D and E, the requirements are similar for adult cats and dogs. Cats, unlike dogs, are unable to use beta-carotene as a precursor for retinol, so they depend on preformed vitamin A in the diet. Neither cats nor dogs are capable of synthesizing vitamin D from ultraviolet (UV) light.

Requirements for vitamin E are a function of the total polyunsaturated fatty acids (PUFAs) in the diet. Because cats frequently consume diets high in PUFAs, the requirement to prevent steatitis in cats is higher than that for dogs that are subjected to lower dietary inputs of PUFAs.

Both cats and dogs have a metabolic requirement for vitamin K. Intestinal synthesis appears to be adequate to supply this need in dogs. When cats are fed some high-fish diets, they



have a prolongation of clotting time and require supplemental vitamin K.

In contrast to the fat-soluble vitamins, the requirements for the water-soluble vitamins for cats versus dogs are different.

Cats have a higher requirement than dogs for thiamine (vitamin B1) and are exposed to dietary ingredients that often contain both thiaminases (e.g., raw fish) and to canned diets

that have sustained extensive processing, causing loss of thiamine. As thiamine stores are rapidly exhausted, thiamine deficiency can readily occur in cats given deficient diets.

Cats, unlike dogs, are unable to use tryptophan as a precursor for niacin synthesis, so niacin is an absolute essential dietary nutrient for cats.

Choline is often included among the "essential" vitamins because it supplies labile methyl groups. Methionine and betaine can also supply methyl groups. A lack of total methyl groups in the diet leads to fatty liver because of an inability to mobilize hepatic fat.

## TAURINE

Taurine is synthesized *de novo* by dogs and cats from the sulfur amino acids cysteine and methionine.

The rate of taurine synthesis by cats is low; cats given a low-aurine diet are readily depleted of this amino acid.

Taurine depletion is associated with a wide range of clinical conditions, including feline central retinal degeneration, reversible dilated cardiomyopathy, reproductive failure in queens, and developmental defects and growth retardation in kittens.

Until recently, diet-associated taurine deficiency in dogs has not been recognized. However, low blood taurine concentrations and dilated cardiomyopathy (DCM) have been identified in dogs that do not have a genetic predilection to this disease.

## ESSENTIAL FATTY ACIDS

Dogs require two EFAs in the diet: linoleic acid and linolenic acid. In addition to linoleic and linolenic acids, cats under certain conditions may require arachidonic acid, a member of the n-6 family of fatty acids in the diet.

A deficiency of linoleic acid results in hyperkeratosis of skin, fatty degeneration of the liver and degeneration of the testis. In addition, increased water loss through the skin occurs.

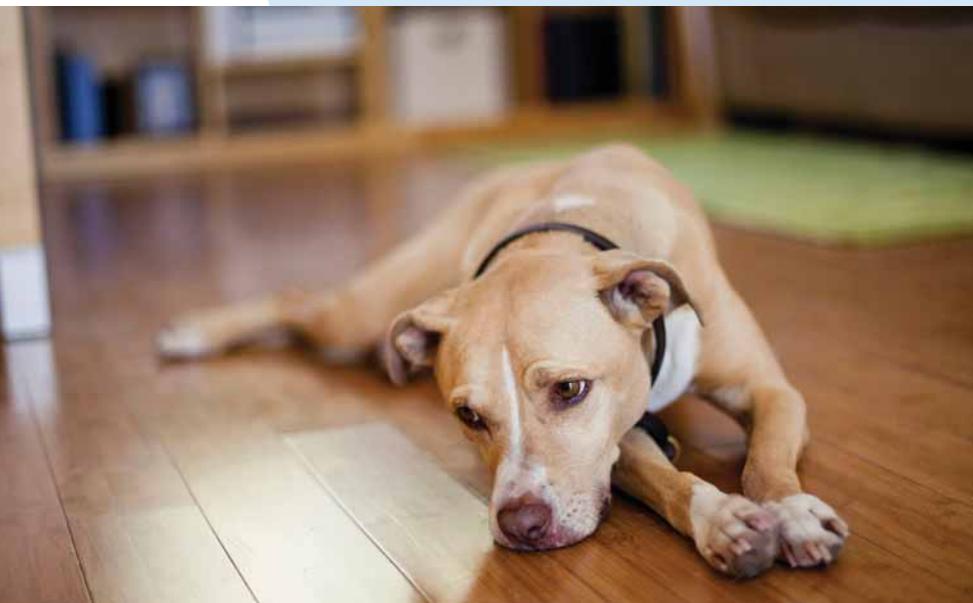
Clinical signs of arachidonate deficiency in cats are associated with eicosanoid dysfunction and include defective reproduction in queens and changes in blood platelet aggregation.

## CONCLUSION

A number of human foods such as alcohol, avocado, onions, garlic, chocolate, grapes, raisins, raw/ under cooked meat & eggs and xylitol cause adverse effects in cats and dogs; thus these human foods should not be fed to cats and dogs. Food faddism in human nutrition has resulted in malnutrition, toxicities and deficiencies. These same practices occur in dog and cat nutrition and should be avoided.

\* Author is Assistant Professor, Department of Veterinary Clinical Medicine, Veterinary College and Research Institute, Namakkal- 637 002. Tamil Nadu Veterinary and Animal Sciences University, Tamil Nadu.

# CANINE DERMATITIS IS A COMMON PROBLEM



Most pet owners are surprised the first time they have a pet diagnosed with Canine Dermatitis. Many people don't realize that allergies are just as common in pets as they are in humans and can cause dogs quite a bit of suffering. Pet owners are also often surprised to learn that dermatitis in dogs is often caused by allergens even though the symptoms show up on the skin.

## WHAT IS CANINE DERMATITIS?

The basic definition of this common skin problem is a predisposition to develop allergic symptoms following exposure to substances that are usually harmless but have triggered an allergic response.

The most common symptoms of Canine Dermatitis include itching, excessive scratching, rubbing on the carpet, hair loss, greasy or flaky skin with a foul odour, excessive

chewing on the paws and areas such as the groin and armpits. Over time, the skin that is scratched can develop hot spots – raw, inflamed areas – that may become infected. Unfortunately, once dogs develop pet atopy they usually suffer more and more each year because their skin becomes more sensitive over time. What may start out as canine atopic dermatitis only in the spring and fall can become a year-round problem as your dog ages and his skin becomes increasingly sensitive.

## Dog Skin Problems:

The sound of a dog constantly scratching or licking can be as irritating as nails on a chalkboard. But don't blame your pooch for these bad habits - a skin condition is probably the culprit. Possible causes range from parasites to allergies to underlying illness. Following are some of the most common canine skin problems.

**Folliculitis:** Superficial bacterial folliculitis is an infection that causes sores, bumps, and scabs on the skin. These skin abnormalities are easier to see in shorthaired dogs. In longhaired dogs, the most obvious symptoms may be a dull coat and shedding with scaly skin underneath. Folliculitis often occurs in conjunction with other skin problems, such as mange, allergies, or injury. Treatment may include oral antibiotics and antibacterial ointments or shampoos.

**Impetigo:** Another type of bacterial infection, impetigo is most common in puppies. It causes pus-filled blisters that may break and crust over. The blisters usually develop on the hairless portion of the abdomen. Impetigo is rarely serious and can be treated with a topical solution. In a small number of cases, the infection may spread or persist.

**Seborrhea:** Seborrhea causes a dog's skin to become greasy and develop scales (dandruff). In some cases, it's a genetic disease that begins when a dog is young and lasts a lifetime. But most dogs with seborrhea develop the scaling as a complication of another medical problem, such as allergies or hormonal abnormalities. In these cases, it is vital to treat the underlying cause so symptoms do not recur. The seborrhea itself typically can be treated with certain medicated shampoos.

**Ringworm:** Despite its name, ringworm is not caused by a worm, but by a fungus. The term "ring" comes from the circular patches that can form anywhere, but are often found on a dog's head, paws, ears, and forelegs. Inflammation, scaly patches, and hair loss often surround the lesions. Puppies less than a year

old are the most susceptible, and the infection can spread quickly between dogs in a kennel or to pet owners at home. Various anti-fungal treatments are available.

#### **Shedding and Hair Loss (Alopecia):**

Anyone who shares their home with dogs knows that they shed. How much shedding is normal depends on breed, time of year, and environment. But sometimes stress, poor nutrition, or illness can cause a dog to lose more hair than usual. If abnormal or excessive shedding persists for more than a week, or you notice patches of missing fur, check with your veterinarian.

**Mange (Mites):** Mange is a skin disorder caused by tiny parasites called mites. Sarcoptic mange, also known as canine scabies, spreads easily among dogs and can also be transmitted to people, but the parasites don't survive on humans. The symptoms are intense itching, red skin, sores, and hair loss. A dog's ears, face and legs are most commonly affected. Demodectic mange can cause bald spots, scabbing, and sores, but it is not contagious between animals or people. Treatment depends on the type of mange.

**Fleas:** Fleas are the bane of any pet owner. You may not see the tiny insects themselves, but flea droppings or eggs are usually visible in a dog's coat. Other symptoms include excessive licking or scratching, scabs, and hot spots. Severe flea infestations can cause blood loss and anemia, and even expose your dog to other parasites, such as tapeworms. Treatment may include a topical and/or oral flea killer and a thorough cleaning of the pet's home and yard.

**Dog Skin Problems:** The sound of a dog constantly scratching or licking can be as irritating as nails on a chalkboard. But don't blame your pooch for these bad habits - a skin condition is probably the culprit. Possible causes range from parasites to allergies to underlying illness. Following images are some of the most common canine skin problems.

**Ticks:** Ticks, like fleas, are external parasites that feed on the blood of their hosts. You can spot a tick feeding on dog with the naked eye. To properly remove a tick, and gently pull it straight out. Twisting or pulling too hard may cause the head to remain lodged in dog's skin, which can lead to infection. Place the tick in a jar with some alcohol for a couple of days and dispose of it once it is dead. In addition to causing blood loss and anemia, ticks can transmit Lyme disease and other potentially serious bacterial infections.

**Color or Texture Changes:** Dog's skin color or coat texture change can be a warning sign of several common metabolic or hormone problems. They can also result from an infection or other skin disorder. Usually a simple blood test can identify the underlying cause. Be sure to ask your veterinarian about any significant changes to dog's coat.

**Dry, Flaky Skin:** Dry, flaky skin can be a red flag for a number of problems. It's a common symptom of allergies, mange, and other skin diseases. But most often, dry or flaky skin is nothing serious. Make sure you are feeding Fido high quality food. Like people, some dogs simply get dry skin in the winter.

**Acral Lick Granuloma:** Also called acral lick dermatitis, this is a

frustrating skin condition caused by compulsive, relentless licking of a single area -- most often on the front of the lower leg. The area is unable to heal, and the resulting pain and itching can lead the dog to keep licking the same spot. Treatment includes discouraging the dog from licking, either by using a bad-tasting topical solution or an Elizabethan collar. Also ask dog's vet whether a medication like a topical or corticosteroid might help.

**Skin Tumours:** If you notice a hard lump on dog's skin, point out to your vet as soon as possible. Dogs can develop cancerous tumors in their skin. The only way to confirm a diagnosis of cancer is to biopsy the tumor. If the lump is small enough, veterinarian may recommend removing it entirely. This can yield a diagnosis and treatment a single procedure. For tumors that have not spread, this may be the only treatment needed.

**Hot Spots:** Hot spots, also called acute moist dermatitis, are small areas that appear red, irritated, and inflamed. They are most commonly found on a dog's head, hips, or chest, and often feel hot to the touch. Hot spots can result from a wide range of conditions, including infections, allergies, insect bites, or excessive licking and chewing. Treatment consists of cleansing the hot spot and addressing the underlying condition.

**Immune Disorders:** In rare cases, skin lesions or infections that won't heal can indicate an immune disorder in your dog. One of the best known is lupus, a disease that affects dogs and people. Lupus is an autoimmune disorder, meaning the body's immune system attacks its

own cells. Symptoms include skin abnormalities and kidney problems. It can be fatal if untreated.

**Anal Sac Disease:** As if dog poop weren't smelly enough, dogs release a foul-smelling substance when they do their business. The substance comes from small anal sacs, which can become impacted if they don't empty properly. The hallmark of impacted anal sacs is a dog scooting his bottom along the ground. Other symptoms include biting or licking the anal area. A vet can manually express full anal sacs, but in severe cases, the sacs may be surgically removed.

#### HOMOEOPATHIC CURE FOR DERMATITIS

- Treating of Dermatitis With Homoeopathic Veterinary Formulations can cure all sort of Skin infections also, Skin lesion associated with hair loss, skin red, dry, parched oozing sticky fluid or bloody discharge , specific/generalized .(Manze Disease).

- DERMISULE, a Homoeopathic Veterinary Medicine and complete formulation by Goel Vet Pharma Pvt Ltd., is very useful in case of Dermatitis and Skin infections. It is very much useful when there is no complete cure in conventional medicines.

- A simple dose of 20 Drops Three time a day for 15-20 days or as long as per the severity of the case a doctor can prescribe the medicine to the pet of any age without any side effect. The medicine can be given to pet directly on the tongue of animal or in drinking water.

- In some case a cure is found in pets

Skin lesions very fast and Hair falling is cured even new hair grown where the patches were created.

DERMISULE is an excellent remedy to give Homoeopathic cure for Dermatitis and Skin lesions and associated problems.

#### Homoeopathic Veterinary Formulation of DERMISULE

DERMISULE for PET, A Unique formulation for infections in dogs. It is based on homoeopathic principle i.e. "Simillia Similibus Curanter" Likes to be treated by likes hence one could easily understand that following symptoms of different medicine when available in a case can be cured by these medicines. These Formulations developed by a renowned veterinarian of India after long consultation with homoeopath and trials of different medicine in field condition for years.

**SULPHUR 200:** Dry, scaly, unhealthy, every little injury suppurates. Freckles, itching, burning, scratching and washing. Pimples eruptions, pustules, hang-nails. Excoriation, especially in folds. Skin affections after local medication. Pruritus, especially from warmth, in evening, often recurs in spring time, in damp weather.

**THUJA 30:** Polypi, tubercles, warts epithelioma, naeva, carbuncles, ulcers, especially in ano-genital region. Freckles and blotches. Dry skin, with brown spots. Zona, herpetic eruptions. Tearing pains in glands. Nails crippled, brittle and soft. Eruptions only on covered parts, worse after scratching. Very sensitive to touch. Coldness of one side. Sarcoma, polypi. Brown spots on hands and arms.

**GRAPHITES 200:** Rough, hard, persistent dryness of portions of skin unaffected by eczema. Early stage of keloid and fibroma. Pimples and acne. Eruptions, oozing out a sticky exudation. Rawness in bends of limbs, groins, neck, behind ears. Unhealthy skin, every little injury suppurates. Ulcers discharging a glutinous fluid, thin and sticky.

**PSORINUM 200:** Dirty, dingy look. Dry, lusterless, rough hair. Intolerable itching. Herpetic eruptions, especially on scalp and bends of joints with itching, worse, from warmth of bed. Enlarged glands. Sebaceous glands secrete excessively, oily skin. Eczema behind ears. Crusty eruptions all over. urticaria after every exertion. Pustules near finger-nails

**FERRUM PHOSPHORICUM 30:** Pale, flushed skin. Bleeds easily. Bruises easily. Acne. Measles with conjunctivitis and photophobia. Capillary congestion with burning of skin.



Packing : 30 ml.

Dosage: 20 Drops three times in a day or as directed by the doctor.

Contraindication: No known contraindication.



## MEGHANA RACHAMREDDY

JUST DOGS, GACHIBOWLI, HYDERABAD.

Partnering with JUST DOGS as a Franchise gave us an opportunity to understand the commitment towards pet services. One thing we love about JUST DOGS is that you get to interact with pets. It makes the work environment friendlier and our staff gets to spend amazing time with four-legged friends. Customers trust us and they step out with an amazing shopping experience. It happened all because of the association we have with JUST DOGS and continuous support we have received throughout.



## SHWETA JAISWAL

JUST DOGS, FATEHGUNJ, VADODARA.

With about 10 years of experience in the corporate world, we were exploring business opportunities. Around that time we also got our first pet and ended up visiting JUST DOGS for pet essentials and grooming. We were really happy with the kind of guidance and support the team gave us as first time pet parents. Their in-depth knowledge and guidance really helps pet parents to decide on the right product. And that got us interested in the business. After several discussions with the founders Mr. Ashish Anthony and Mrs. Poorvi Anthony, who were always happy to answer our queries, we decided to take a JUST DOGS Franchise. It's been almost 4 years. It has been an exciting journey and we have seen the brand reach new heights while always keeping the interest of its franchisees in mind.

It is great that we get to combine our love for pets with a robust business model. The central team of JUST DOGS supports us in devising business strategies, manpower management and training, new product awareness, social media presence etc. During our initial years of operation, we got a lot of hand holding and close involvement of the central team that helped us understand the nitty gritty of the business really well. We have seen a constant endeavor in introducing new and better products for customers. Every product segment has so many choices that customers can choose as per their and their pets' needs.

We have been fortunate to add one more store in the city. Due to the confidence instilled by the growth in volume, we could expand our presence in the city and get a better hold of the market share. With the right efforts and keeping pet's wellbeing at the core, this business can create new benchmarks in the industry.

It's been a great journey so far and we wish to see the brand grow nationally.

# FRANCHISE SUCCESS STORIES



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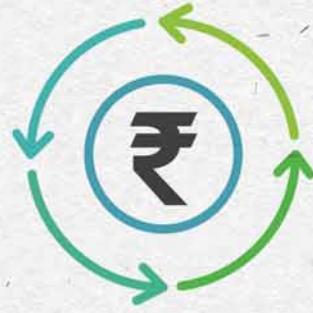
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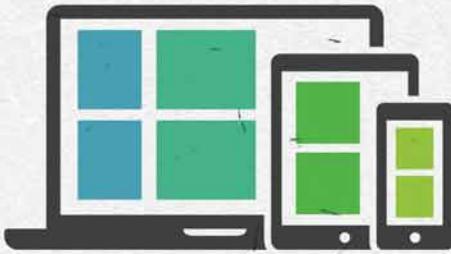
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**40 STORES • 19 CITIES  
WITHIN 10 YEARS**



## SAHANA PRASAD

**JUST DOGS, JP NAGAR, BENGALURU.**

It's always a great feel and experience to be part of JUST DOGS. It's been 2 years with JUST DOGS now and the journey has been fun and adventurous, especially meeting pets and pet parents. It's a one stop shop for all pet needs right from the basic food to delighting tuxedos!

At JUST DOGS, we strive for great customer experience and each day goes by working towards it. So proud to be part of it and look for many more glorious years ahead.



## SONAL PATEL

**JUST DOGS, VESU, SURAT.**

Our journey with JUST DOGS began in 2016 and it has been a wonderful journey to say the least. The journey started after we got our first pet Angel, a golden retriever. My life has changed a lot since Angel came. Earlier I was a working mom busy with corporates but now what I do is very special, as this makes me very happy and at the end of the day that's more important. Being surrounded by pets all day is the happiest experience one can have. I am very happy about the fact that I am able to give time to my family, my kid and work and the best part is, I love what I am doing.

I would highly recommend this to anyone who loves pets, loves being surrounded by pets because JUST DOGS is the happiest place for pets as well as pet parents. We have entered our 5<sup>th</sup> year and one thing is for sure, there is no going back.



## SALOME FERNANDES

**JUST DOGS, SALUNKE VIHAR, PUNE.**

It's been an amazing journey so far and I'm proud to be associated with JUST DOGS.

In these 1.5 years, I have been learning new things everyday and the most important thing is the love that I get from my customers and their pets.

My gratitude goes all the way to Mr. Ashish & Mrs. Poorvi Anthony for trusting me with their brand.

It's a dream come true!

# FRANCHISE SUCCESS STORIES



# INDIA'S #1 PET RETAIL STORE

# CONSERVATION

By **Dhanush N. Reddy\***

**T**oday there are two main threats to birds in any specific region, habitat loss and deterioration. Of these, root causes of damage to and loss of habitats are complex and often controversial. So what exactly is habitat loss?

Well, a bulldozer pushing down trees for agriculture, water development,

and also climate change disrupts the ecosystem and the environment and it may no longer be able to provide the food, water, cover, and places to raise young that birds need to survive.

Did you know that birds are often considered to be distinguished indicators of the health of the overall environment?

Yes! A bird in a distinct habitat is affected by critical impacts on their ecosystems, whether these are caused by natural or man-made influences.

For birds, habitat provides cover from predators, breeding, wintering, and migration stopover sites and places to forage and roost. If that is taken away from them then you might not be able to spot the birds like the Eurasian hoopoe casually chittering in your vicinity!

Combat habitat loss in your community by creating a suitable habitat for birds by planting native plants and very soon you will hear the birds chirping right outside your window!!

## THREATS TO FORESTS

Since nearly two-thirds of the bird species are found in forests, logging is a huge problem for birds. Forests have long been threatened by a variety of destructive agents. This may look to be simple, almost primitive, a little better than worse. It is a highly advanced one to both the extent and quality of forest resources

*Eurasian hoopoe  
(Upupa epops) in  
the local vicinity*



D  
PHOTO

THERE ARE MORE PLACES ON EARTH THAN THE PLAINS SURROUNDING BARREN LANDS WHERE THERE IS ABUNDANT RAINFALL AND WHICH ARE FLOODED BY WATER, EITHER PERMANENTLY OR SEASONALLY, WHERE OXYGEN-FREE PROCESSES PREVAIL, CALLED THE WETLANDS.

*Peafowls (Pavo cristatus) in the forest*



**SURVIVING ON EARTH'S GRASSLANDS IS NO WALK IN THE PARK; IF THEY ARE GREATLY REDUCED, FRAGMENTED, AND DEGRADED BY ACTIVITIES OF MAN, IT CAN RUIN SOIL AND STRIP GRASSLANDS OF LIFE.**

are declining throughout much of the region.

One of the foremost reasons why forests have to be conserved is Climate change is one of the greatest challenges currently facing humankind. Increased severity and occurrence of natural disasters, changing weather patterns also affect the birds, while forests can help to combat climate change, they are also highly vulnerable to changing climatic conditions.

We will have to work hard to preserve this trend and plant more and more trees to compensate for this problem.



*Ashy drongo (Dicrurus leucophaeus) under the midday sun in a forest*

**THREATS TO WETLANDS**

There are more places on Earth than the plains surrounding barren lands where there is abundant rainfall and which are flooded by water, either permanently or seasonally, where oxygen-free processes prevail, called the wetlands.

*Purple swamphen (Porphyrio porphyrio) A waterbird*



*Purple heron (Ardea purpurea) A waterbird*

Here the bush grows to give shelter from the scouring wind and this desolate landscape has been a suitable habitat for many birds!!

Many wetlands are becoming polluted by sewage, industrial effluents, and agricultural waste

which turn out to be toxic for the waterbirds to roost.

Swamp forest, which was once extensively distributed in some parts of India, is now on the verge of disappearing.

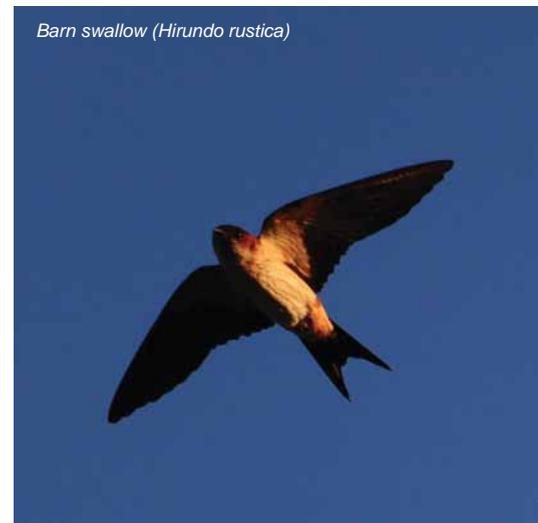
Amidst this wetland crisis, new wetlands have been created. These include lakes, dams, and rivers, which provide a great habitat for waterbirds. Other wetlands have developed as a result of drainage overspill which also is home to few waterbirds like purple swamphen.

**THREATS TO GRASSLANDS**

Characterized by their flat, open pastures and abundance of nutrient-rich soil, more than 70 percent of the land is covered by grasslands. Surviving on Earth's grasslands is no walk in the park; if they are greatly reduced, fragmented, and degraded by activities of man, it can ruin soil and strip grasslands of life.

If the bird leaves or abandons a habitat in which it was roosting then it tends to weaken the biome and increases vulnerability to a natural disaster!

*Barn swallow (Hirundo rustica)*



Apart from grasslands located within protected areas, practically every grass growing tract in the region is grazed by domestic livestock which leaves behind diminished habitat for birds! Large increases in livestock have to lead to widespread overgrazing, and this problem has been exacerbated as more and more grazing of lands have been converted to other land uses.



*Jerdon's leafbird (Chloropsis jerdoni) found in a grassland*

### OTHER THREATS

The percussion of climate change on the native birds is anticipated to be significant but is poorly understood right now. So how does climate change actually affect birds?

As the climate changes, habitats in these areas may no longer be suitable for certain species. Notwithstanding, as the natural habitats for these birds have been changed and the rest of the land is used for agriculture and civilization, these birds have nowhere to go!

Until recently there was a large domestic trade of birds, but right now bird trade has been banned.

Hunting has also been a major threat to some species in India, It is on the increase as traditional values wane and is now significant for many species, notably threatened bustards, pheasants, and waterbirds!

Earnest threats are posed by few invasive alien weeds in the region. Water Hyacinth can quickly cover wetlands, thus changing the habitat for many waterbirds.

### MY FAVOURITE WANDER SHOTS

I was very fortunate to hear the vocal

of this beautiful bird with iridescent colors on a misty morning!! and there are some astounding facts that when a peacock fans its ornamented train for a female during mating season, its feathers quiver, emitting a low-frequency sound inaudible to human ears.

These birds aren't just nice to look at, they're also clever, When they mate they give out a loud copulatory call. It was discovered that the birds can fake this call to attract more females!!



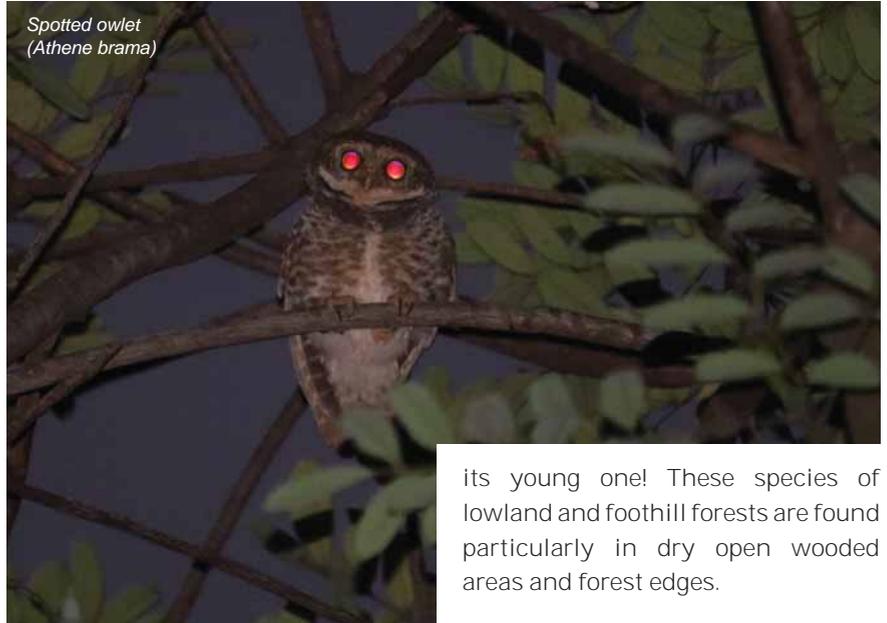
*Indian peafowl (Pavo cristatus) on a misty morning*



*A Jerdon's leafbird (Chloropsis jerdoni) feeding its juvenile one*

**BIRDING IS ALL ABOUT WAITING FOR THE RIGHT TIME!! HERE A PAIR OF SPOTTED OWLETS WERE CONTINUOUSLY FLYING OVER A NESTING HOLE. AFTER A BRIEF RETREAT, THEY WERE BACK IN THE HOLE.**

On a sunny afternoon, I was headed back home from birding and in the nick of a time, I noticed activity on this tamarind tree, and was dazed to see this female (onto the left) feeding



its young one! These species of lowland and foothill forests are found particularly in dry open wooded areas and forest edges.

Birding is all about waiting for the right time!! Here a pair of Spotted Owlets were continuously flying over a nesting hole. After a brief retreat, they were back in the hole. One of the pair occupied the hole while the other was on a branch and I'm glad that I was able to capture it!

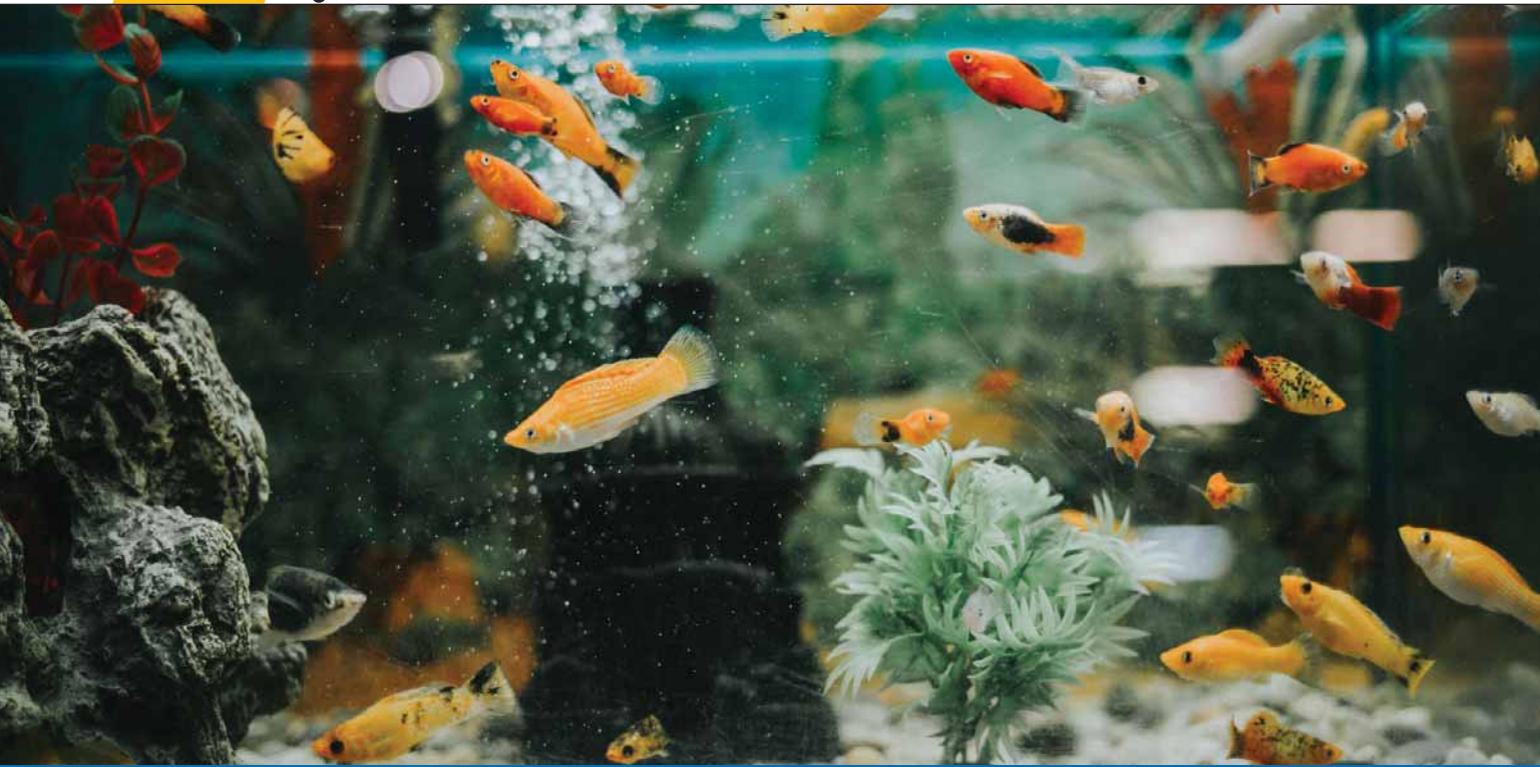
Ranganathittu Bird Sanctuary is home to a multitude of avian life with many migratory and native bird species, fortuitously I went birding when birds were at their most active and fly into the Park in their droves. Here the Little egret stands out spectacularly against the deep blue waters, with its long beak.

**IT IS THE STATE BIRD OF KARNATAKA!!**

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\* Author is a mechanical engineering student residing at Bangalore. Interest in the nomenclature of birds made him an enthusiastic bird photographer and gave him all the patience in the world to wait for birds to show up. His birding life began at Ranganathittu Bird Sanctuary where he got to interact with Ornithologists about migratory birds and a few fascinating facts. He has travelled to many states to capture the beauty of birds and his bird species count is 71.... still counting!





# THE EXPERT GUIDE FOR STOCKING AN AQUARIUM

By **Shahu Sardar\***

Stocking an aquarium just refers to adding fishes into the tank, but it far more than that. Properly planned stocking is very useful. This small step helps avoid common problems like overstocking, water imbalance, fights for territories, and stress in fishes and gives your tank a healthy and happy environment. And people overlook this but later have to tackle the above problems within few days after adding the fish.

So here how to add the right live stock into an aquarium:

## THE NUMBER OF FISHES

Before you start stocking you would like to know how many fishes can fit

into your tank without overstocking. Here are some things to consider:

- Follow the 1 inch per gallon fish rule. If a fish is 1 one inch in size, it needs roughly 1 gallon/3 liter.
- Consider how big the fish will get as time passes. Like the Neon tetras grow at most 1.5 inches, whereas angelfishes can get up to 6 inches long. Obviously, you can add more tetras than angels in the same tank.
- Leave enough space to swim per fish.
- Take into consideration the space that would be taken up by decorations, plants, rocks, etc.
- The bigger the fishes will get, the more extra swimming space they will need.

Also after adding the fish, you can carefully observe whether each fish is comfortable swimming through the tank.

## SWIMMING LEVEL

Many fishes swim at a particular part of the tank. The water regions in a tank are the bottom-level, Middle-level, and Top-level fish. The fishes belonging to the particular level will spend most of their time in that region. So it is important that the tank has the fishes from these particular level, and not much fishes are put together in the same level.

### *Fishes swim at any level:*

- Zebra danios
- Rosy barbs(suggested)

- Pearl danios

These fishes can be added in small quantities and will keep swimming throughout the tank.

#### **Top-dwelling fishes:**

The top-level has the least decoration, so you could add more colorful species here. Their mouths are generally upside facing. They generally are carnivores and should be given high protein diet. Also, these fishes are generally high jumpers. Sudden vibrations, fights or stress can make them jump high and can come out of the tank, so a lid is suggested.



- Betta fish.
- Gouramis.
- Guppies. (suggested)
- Mollies

#### **Middle Dwelling fishes:**

This category has a huge variety and is easy to choose from. They spend most of their time in the center column, and thus should be colorful or should have good/unique fin shapes. The best mid-dwelling fish is the Angelfish, which makes the centerpiece of any aquarium. These have simple color patterns, with

their unique fin shape and graceful swimming style. You can read about them more here: Angel fishes. Along with this schooling fish are suggested as they create a good contrast with the angel fish's slow swimming.

- Neon tetras(at least 10+)
- Angelfish(suggested)
- Tiger barbs.
- Rainbowfish
- Discus.

#### **BOTTOM-DWELLING FISHES**

This includes fishes that spend most of their time at the bottom. Their mouths are generally downside. And they need special sinking pellets. Even though being at the bottom, they become a superb addition to the tank. Many of them include the cleaning crew fishes, which eat up algae, or uneaten food in the tank. Add them in any tanks helps to keep the tank free from algae.



- Plecos (not suggested)
- Catfish
- Red-tailed black sharks
- Corydoras.
- Siamese alga eater. (suggested)

#### **CHOOSING GET ALONG SPECIES**

A community tank, is a tank where 2+ species live together in the same tank, but for many it's just about keeping random fishes together. If randomly fishes are added to a tank, it will soon result in deaths of one

species, or territorial fights. Being a community tank, the species should get along well.

When getting any fish know the temperature, pH, and other requirements of that fish. And check if they are similar to other species you have in the tank. Here are some examples.

Angelfish are tropical warm-water fish (24-30 C), whereas goldfish are cold-water fishes (20-24 C) so they can't be put together. Tiger barbs are known to nip long-finned fishes. So adding angels with them would not be a great idea. Plecos get massive in a short time. So other bottom dwellers are always a better choice.

By this we can categorize the tanks into two types, Tropical tanks and Temperate tanks. Tropical tanks are warm-water tanks with lots of plants and equipped with a heater. And the temperature is usually at 26-32 degree Celsius. Fishes that can be added are: Angels, Gouramis, Cichlids, etc.

Whereas the temperate tanks are cold water tanks where temperature is maintained around 20-24 degree Celsius. These are with relatively less planted and more free swimming space is provided. Fishes added are: Goldfish, Pearl danios, Koi, Rosy barb etc.



\* Author is a teenage Aquarium hobbyist from India. Shahu started fish keeping at age of 6 and started AquaNation blog so as to educate people about the aquarium hobby. His aquarium blog: [www.aquanationurl.blogspot.com](http://www.aquanationurl.blogspot.com)

# 10

## COMMON TYPES OF CORY CATFISH

By Sameer Gudhate\*

Cory Catfish, also known in the hobby as Cory Cats, Cory Fish, and Corydoras Catfish, are very popular freshwater fish. It is a passive novice fish with a great deal of character. Corydoras are the most popular community fish because they're so happy-go-lucky, easy to breed, and helpful as a clean-up crew. Cory Catfish are often described as armoured catfish, due to their plates of bone-like material running the length of their bodies. Their cheerful demeanour and sympathetic habit of regularly cleaning bottom of the tank makes them a perfect addition to any community aquarium.

This genus of South American catfish includes more than 160 species, with several hundred more that are waiting to be classified. With so

many other species of Corydoras out there, though, choosing the right one could seem awe-inspiring. Here we take a closer look at ten of the finest Cory species...

### 1. STERBAICORY (CORYDORASSTERBAI)

This is a striking cory, and a large school in a large planted tank makes a magnificent display. It has been popular since it was introduced. Lone specimens are sad shadows of healthy individuals kept in groups, and the comical antics of a school of Cory cats can entertain for hours. The most striking feature of this species is the bright gold colour on pectoral spines, highlighting this beautiful fish with a warm glow. These fish are most active at night, so feeding once before lights out is typically enough. Though



they can easily be persuaded to feed during the day. Since they are slower eaters, they should be allowed at least 30 minutes to consume their food.

- Maximum Size: 2.7 inches
- Temperature Range: 70–77°F
- pH Range: 5.8–8.0
- Level of Care: Easy
- Tankmates: Similar-sized fish, peaceful species.

## 2. PEPPERED CORY (CORYDORASPALEATUS)

Peppered Corys are perhaps the most commonly kept from the family. An undisputed top choice of many, they are extremely tough and simple to really care for – ideal for first-time fish-keepers. Their curious, considerate nature quickly makes them charming fish.



This Cory species is also one of the easiest to breed in captivity – making them a good choice for the breeding fanatics too. They are fairly easy to sex owing to their minor difference in size – males only reach a maximum of 2.5 inches long, whereas females can often reach 3 inches. Feeding of live foods such as blood worms can help encourage engagement, but preferably, a dedicated breeding tank is suggested for the maximum success rate in raising their offspring.

- Maximum Size – Males 2.5 inches, Females 3 inches
- Temperature range: 72–78°F
- pH range: 6.0–7.0
- Level of Care: Easy
- Tankmates: Other easy-going, community species

## 3. BRONZE CORY (CORYDORASAENEUS)

Also, known in the hobby as Green Corydoras, the Bronze Corydoras has shimmering bright green rims on its otherwise pinkish body. An even-tempered catfish, they will blossom

in any well-kept aquarium of a 20 Gallon capacity or more, as long as they have tankmates of their kind. An appealing and engaging peculiarity about all Corydoras is their comical habit of 'blinking.' The actual fact is that they are merely turning their eyes towards the bottom of the tank and then swiftly back up again. This is specifically apparent in this species, as their basic markings make their eyes more noticeable than some of the other Corys.



- Maximum Size: 3 inches
- Temperature range: 72–80 °F
- pH range: 5.5–7.5
- Level of Care: Easy
- Tankmates: Peaceful, community species

## 4. EMERALD GREEN CORY (CORYDORASSPLENDENS)

This species has only of late been reclassified as a true Corydora and is just known as the 'Emerald Catfish.' It is the leading member of the genus that is easily available in any local aquarium store. It is a gentle giant, nevertheless, will get along with most other schooling species, including other Corys. Like any other Corydoras members, it will endure with most of the substrates, including regular aquarium gravel. Their real favourite, though, is aquarium sand as it matches the slow-moving tributaries and river bed situations from where they originate in South America. With a moderate level of



care and with a good tank space, this catfish can live up to 12–13 years. Undoubtedly, one of the longest-lived members of the genus!

- Maximum Size: 3.5 inches
- Temperature Range: 68–82°F
- pH Range: 5.8–8.0
- Level of Care: Easy
- Tankmates: Any reasonably friendly companions

## 5. BANDIT CORY (CORYDORASMETAE)

Bandit Corys have a distinct magnetism of their own. With that enigmatic black stripe across their eyes, they have earned for themselves this demonstrative name that is certainly nothing to do with their temperament! They are likewise as tranquil and placid as the other members of their genus. An additional black stripe runs all the way from their tail base to their very prominent dorsal fin, giving a somewhat illustrious look. This is a minor member of the genus, and they also need marginally more specific temperature and pH requirements



compared with some other species, making them less suitable for a beginner.

- Maximum Size: 2 inches
- Temperature Range: 72–79°F
- pH: 6.5–7.0
- Level of Care: Easy – Intermediate
- Tankmates: Other smaller, peaceful schooling fish

### 6. PYGMY CORY (CORYDORASPYGMAEUS)

This distinctive species of Corydoras is the smallest of the subfamily. Being just 1-inch long at maturity, they make a fantastic choice if someone is looking for a school of catfish in a small aquarium. Even a 50-litre tank is good enough to house 6 of these, so long as the aquarium has an adequate surface area. It is vital on the other hand that they are kept only with other peaceful species. Boisterous tankmates, with



a probing habit of inhabiting mid-water may make them susceptible to other inhabitants of that layer.

- Maximum Size: 1.3 inches
- Temperature Range: 70–78°F
- pH: 6.5–7.5
- Level of Care: Intermediate
- Tankmates: Be sure to accommodate only the peaceful ones.

### 7. PANDA CORY (CORYDORAS PANDA)

As the most handsome member of the family, this cory variety is gracefully bejewelled with black patches around their eyes, which has gained them their popular name. This catfish



requires somewhat more skill from the fishkeeper as they prefer a softly lit environment and a cautiously designed out bottom. Abundant of hiding places and preferably some

thick vegetation will safeguard this shy catfish and make it feel safe and at ease. It is friendly with its kind and also seems to appreciate the close company of clown loaches. To keep them in the finest state of health, regular servings of bloodworm or brine shrimp will help keep them looking at their greatest.

- Maximum Size: 2.5 inches
- Temperature Range: 68–79°F
- pH: 5.8–7.0
- Level of Care: Intermediate
- Tankmates: Other gentle schooling species

### 8. THREE STRIPE CORY (CORYDORASTRILINEATUS)

Often mislabelled in shops as Julii Cory, this kind of cory is far more commonly available than Julii Cory. The true Julii has more distinctive spots whereas the Three Stripe Cory has constant, twisty markings, with three stripes. It is a very beautiful catfish on its own and certainly deserves eclectic praise. This is another very under-demanding Cory variety, which simply needs basic minimum level of care. But in return, the tank's substrate will remain to the optimum clean level as these play an important role as living vacuum cleaners in a community aquarium.

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- Maximum Size: 2.5 inches
- Temperature Range: 72–78 °F
- pH: 5.8–7.2
- Level of Care: Easy
- Tankmates: Other peaceful community species.

### 9. SKUNK CORY (CORYDORAS ARCUATUS)

The Skunk Cory Cat adds a splash of drama to any home aquarium. Also known as Sands' Cory Cat, *Corydoras arcuatus* is active, yet peaceful, especially when kept in small schools. Though other members of the *Corydoras* genus boast black stripes over their eyes and down the back, the back stripe of this Skunk Cory Cat splits just before the tail and trails down to colour the lower edge of the caudal fin. An uncommon behavioural trait of this species, as with other Corys, is their sporadic impromptu dash to water's surface to gulp air. This evolutionary reworking helps to survive in stationary waters during



periods of little rain in their natural habitat. This is normal and should be of no cause for concern about the water quality.

- Maximum Size: 2 inches
- Temperature Range: 72–79°F
- pH Range: 6.8–7.5
- Level of Care: Easy
- Tankmates: Other peaceful community species.

**WHICHEVER  
CORY FROM THE  
WIDE VARIETY OF  
CORYDORAS YOU  
CHOOSE, YOU WILL  
NOT MAKE A MISTAKE.  
THEY ARE HARDY,  
INTERESTING, AND –  
ABOVE EVERYTHING  
ELSE – EASY TO KEEP.**

### 10. ALBINO CORY (CORYDORAS PALEATUS)

Albino Cory Catfish is sometimes called the Armored Catfish as it's armoured as an alternative of scaled, nevertheless, it isn't the true problematic Armored Catfish. The Albino Cory catfish has a white-coloured physique that may vary in tone and pink to gentle crimson eyes. It is a classic scavenger and will inhabit and feed on the aquarium floor, which should be comprised of sand or smooth gravel. Very coarse substrate can damage its delicate barbels and underbelly. The Albino Cory is a superb addition to a freshwater group aquarium. They don't develop very massive so they could be put in a smaller tank with ease. Albino Cory is very full of life and is pleasant, which makes them attention-grabbing to observe.



- Maximum Size: 2 inches
- Temperature Range: 70–75°F
- pH Range: 5.5–7.2
- Level of Care: Easy
- Tankmates: Other peaceful community species.

In their natural background of shallow South American river margins, streams, and ponds, many different members of the *Corydoras* family group together quite happily, and all of the members mentioned here will do the same in a community aquarium without any problems. The Golden Rule is to always accommodate a minimum of six of any one species of Cory in the aquarium.

Whichever Cory from the wide variety of corydoras you choose, you will not make a mistake. They are hardy, interesting, and – above everything else – easy to keep. These feats are among the main reasons these species are so popular, both with novice and experienced aquarists.

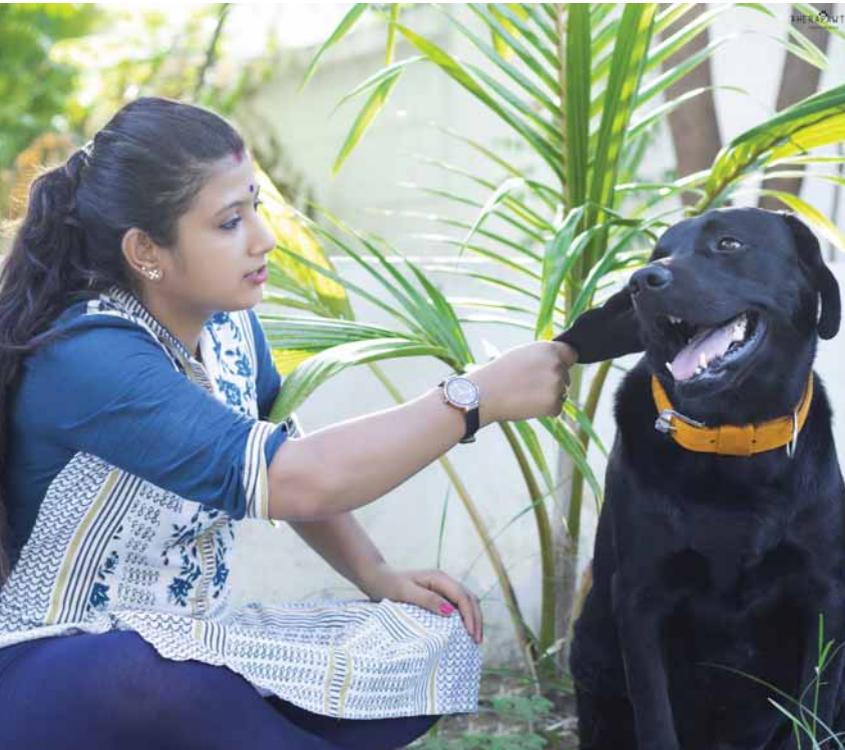
Good luck and happy fish keeping!

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\* Author of this article is an advanced aquarium hobbyist with an Aquarium at his place even before his birth. Today he promotes the pet keeping hobby apart from maintaining his own aquarium. He can be contacted on +919820270247 or samgudhate@gmail.com.

# A BOND OF LOVE

By **Raj Mehta\***



Finally, when the day arrived, Shivani, being the over excited sister, took Shiva to a grooming parlour so that he looked his best. I still remember the excitement in her voice when she called me after his grooming session, telling me how handsome he looked, and how she couldn't wait for the shoot. Truly, some moments just can't be captured; they must be felt!

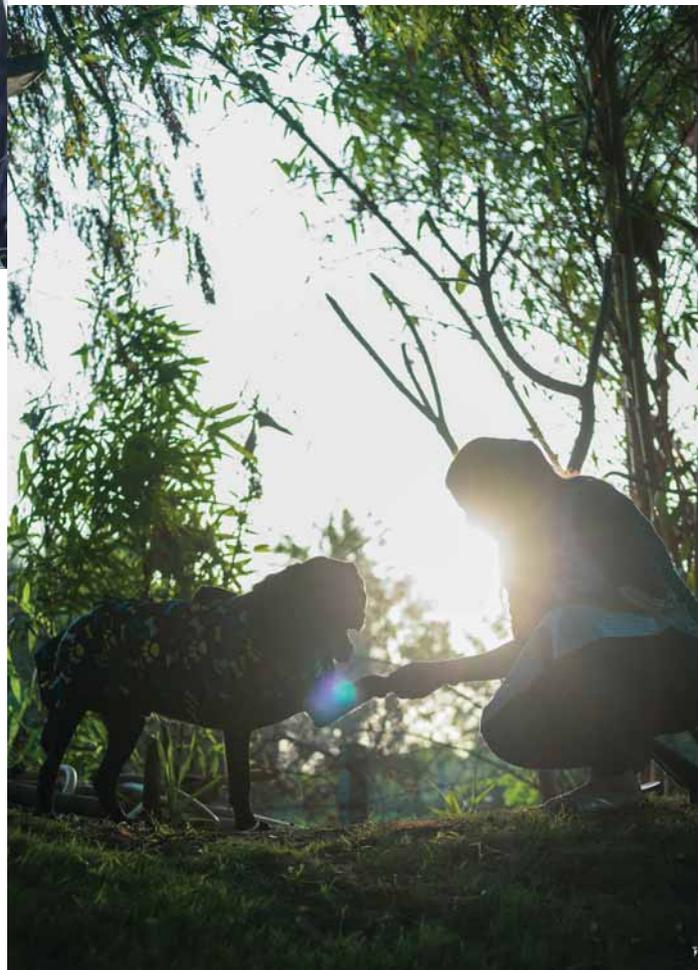
On the day of shoot, I spent about half an hour initially getting comfortable with Shiva. He was quite easy to get along with and once the bonding was done, we brought in Shivani and

**T**he greatest fear a dog has is that you will not come back when you go out of the door without him!

And this time may be Shiva's fear was about to come true as Shivani was about to leave him forever and move into a new family. Leaving your pet is just as difficult as leaving your human family, and being her friend, I could sense how upsetting this thought of leaving Shiva behind was to Shivani!

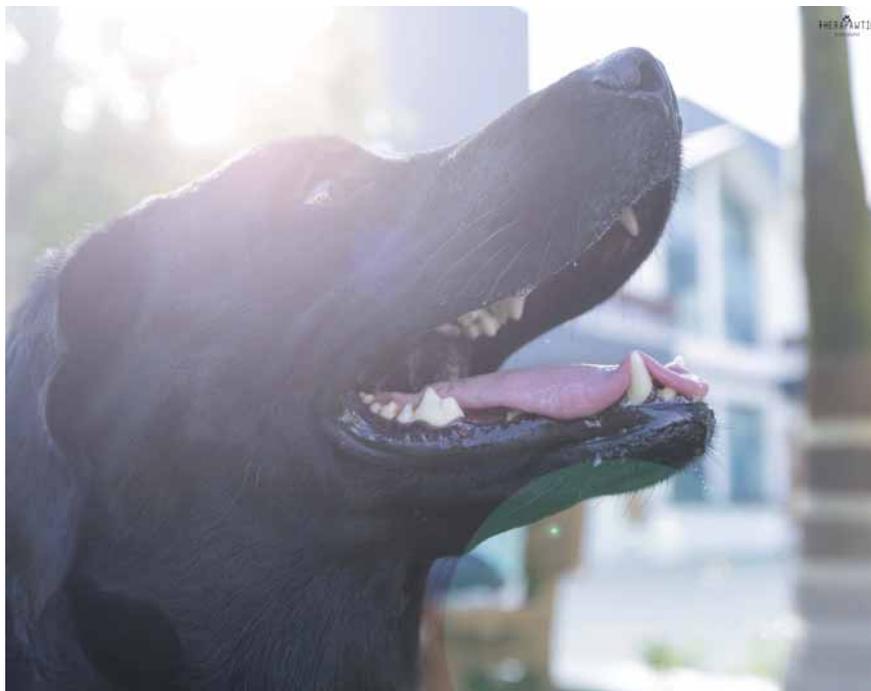
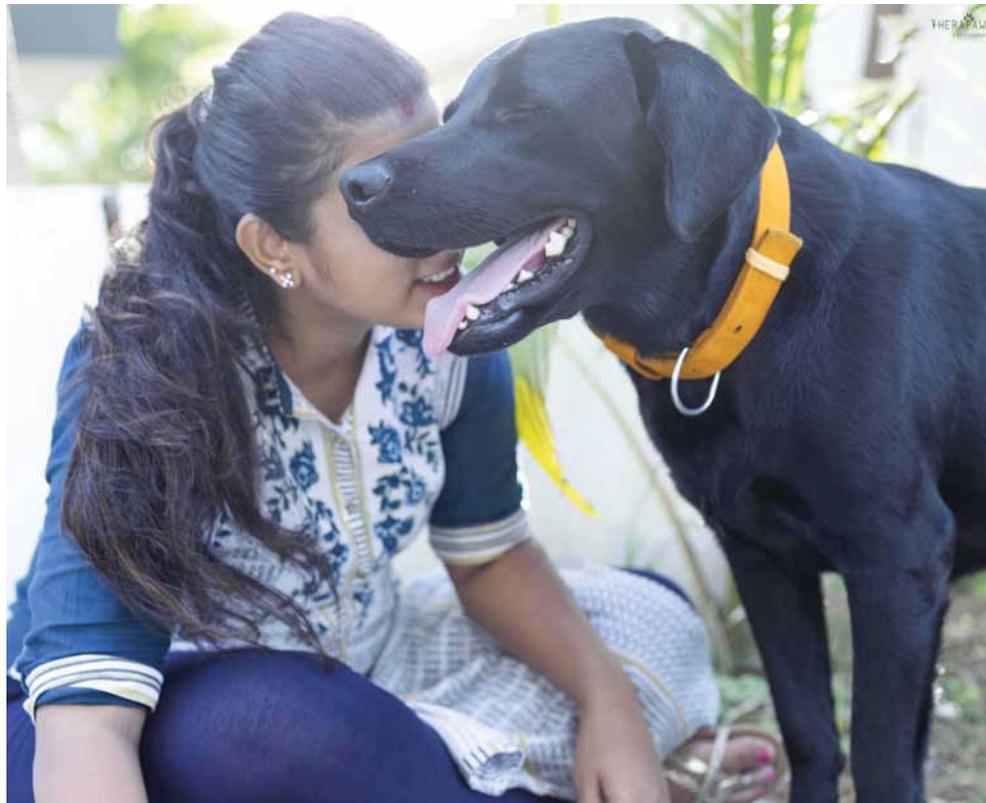
Since I had just completed a course on canine communication, I thought what can be a better wedding gift than a happy loving photo session with your pet! I was a little nervous too as although I had enough experience of working with people, this would be my first venture into pet photography. And when I pitched the idea to Shivani, she immediately jumped at it.

We decided that these memories would be best captured in the comfort of her house where they had spent most of their time together but couldn't schedule the shoot until after the wedding.



her family members. The aim was to keep it natural, oozing with all the warmth and fuzziness that marks the relationship between us and our pets, so I focused on getting as many shots as I could of Shivani and Shiva being their own selves around each other.

I particularly remember this one point during the shoot when Shiva got restless and refused to stay still even for a second. That's when Shivani sat him down, pulled him around her, and started gently scolding him in Gujarati just like an elder sister would scold her brother. It was a picture-perfect moment and, being able to capture it, is still one of the best memories of that shoot for me.



In the end, when we sat down scrolling through pictures of the day, both Shivani and I were pleasantly surprised to see how the pictures had turned out to be. We got so excited that we had to calm ourselves down to seriously begin culling, which again was not at all easy.

This one shoot strengthened my resolve to professionally take up pet photography. No matter how much you enjoy working with people, the satisfaction of working with pets and the happiness you see on your clients' face when you show them the pictures is incomparable. It's surely a blessing to have kids at home but I strongly believe that having a dog is a blessing no one should pass on!

\* Author is the owner and photographer at Therapawtic Photography. He has done Masters in Psychology and a Diploma in Photography. He has worked in various fields like fashion, product and wedding photography, and is now focusing on pet photography with a specialized brand for it. You can check his work out on Instagram at @therapawticphotography.

# ALL ABOUT JOEY

By **Shalini Singh\***

**H**aving grown up surrounded by canine companions made me familiar with the concept of coexistence and compassion. It was the summer of 2016 and I remember going through a rough patch as I had recently lost my best friend of 16 years "Tuffy"; for the first time in my life there were no muddy paw prints on my clothes or my bed for a long stretch of time. Befuddled as I were, I didn't know whether to bring a furry friend in haste or wait for some time but one thing I was very sure of was that I wanted to adopt my next dog as we never had a

history of buying from breeders.

As days passed by, I started looking out for ways to fill in the void that Tuffy had left in my life and so I started feeding strays around my house. Six months later, I found that one of the females had delivered a litter of puppies just across the street and in a heartbeat I decided to adopt one of the puppies from the lot; from there began another life journey with Joey. Although, there is a little twist in the tale! When I first saw the litter, it just broke my heart as I could only adopt one of them and had to leave

the other 4 there itself. The process of choosing which one to adopt was itself very difficult as I wondered why all puppies can't be given a home and love they deserved! I couldn't muster courage to pick one and walk away! So I decided very randomly that the pup that would come towards me as soon as I call out for the bunch would be the one accompanying me home. And then there was Joey! Being a F.R.I.EN.D.S buff, I named him "Joey" and true to his name, he loves pizzas. Also 'Joey doesn't share food!' Hyperactive puppyhood along with lots of licks and love aptly describes our time together after I made him a part of my life.

A great guard dog and extremely selective of humans around him but still won't leave my side if he senses that I am down or upset. He is a big hell of a coconut as he is hard (aggressive) on the outside and a real softy on the inside. From his excitement for his morning walks to his crazy love for pizzas, Idlis, and french-fries, makes him weirdly special! When it comes to bathing, joey hates shower but he loves to get drenched in rain; he is the happiest, when he is out in rain.

Unlike other pooches, he absolutely hates car rides and belly rubs!! But on the contrary, every morning he loves being pampered and comes to me for a regular ritual of being petted on his head before going for his



morning walk where he socializes with 'selective doggos' and snubs the remaining! Some attitude! The most special part of his morning walks used to be his mum accompanying us and protecting him on streets till the day she died. I remember when he was young and I was in college – for him, it was the very first time that he stayed without me for good 7–8 hours. I, being a panicky/ paranoid pet mom came home to calm yet a very happy doggo! It became a daily thing for him to bid me goodbye while leaving for college and welcoming me home every evening. I wouldn't have it any other way!

In these testing times of global pandemic, Joey has definitely proved to be a stress buster for me. No matter how anxious, stressed out, and disquiet my mind gets, being with him brings me peace and calm, and uplifts my mood.



**AS AN ANIMAL LOVER AND A PET PARENT, I WOULD LOVE FOR PEOPLE TO COME FORWARD AND ADOPT OUR 'DESIS'/ 'INDIES' (AS WE CALL THEM), BECAUSE WHEN WE ADOPT THEM THEY BECOME A PART OF OUR FAMILIES AND YOU DON'T CHOOSE OR CUSTOMIZE FAMILY ON THE BASIS OF BREED, COLOUR OR MONEY.**

With Joey coming into my life, I realized the importance of our 'desi dogs' and sheer need to adopt them. A few people around me echoed the prejudice of majority that 'Indies' are not worth adopting; well!! I got two now as very recently, I rescued and adopted a parvo-survivor 'Jhilmil'. Joey welcomed her with an open heart, which came to us as a big surprise. He is a great big brother to Jhilmil and a blessing for me. 4years and counting!

As an animal lover and a pet parent, I would love for people to come forward and adopt our 'desis'/ 'indies' (as we call them), because when we adopt them they become a part of our families and you don't choose or customize family on the basis of breed, colour or money. Please adopt, don't shop. They need you!

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\* Author is a resident of Ghaziabad, an ardent animal lover, and a loving pet parent who loves to spend time with all her furkids at home and out on streets.

All pets are extraordinary in their habits and reveal a million ways and trick every single day to bring a huge smile to our faces.

But what about your pet's happiness? What is their happy place? Have you figured it out yet? I most certainly have!

My goldie's happy place is loads and loads of water!! Someone whom you may call an absolute water baby, my one-year-old golden retriever Joey, lives up to his breed by being a crazy, hyperactive doggo running here and there, ready to seek your attention 24\*7.

After being with Joey for 8 months, I ultimately decided to take him to a beach. With all my apprehensions of safety, being a dog mom is not easy, I still had a feeling that he would go crazy seeing a large water body around him and have the time of his life. Confirming to my instincts that is precisely how things took place.

While we're on the topic, let me first jot down a short checklist of all the required things that you need to carry before having a fun day at a beach with your dog.

**Leash** – Your dog should be tied on a leash at all times while on the beach as they could run far away, get themselves into trouble or venture further into water. It is beneficial if they are wearing a harness as it keeps a stronghold on the body and does not pull their neck to create discomfort.

**Towels** – A set of two towels is mandatory to wipe water and sand off their body.

# JOEY'S SPLASH TIME AT THE BEACH

By **Mriganka Chandra\***



**Water/Food Bowls** – One often tends to miss this but a water bowl is particularly significant as a dog gets dehydrated very quickly on beach. As far as food is concerned, avoid giving meals to them if you're not planning to stay there for a longer duration. In that case, carry a small snack for them along with you.

**A Set of Sheets** – One for yourself and the other for your dog to sit or be cleaned on.

**Biscuits** – A handful of treats should always be kept handy.

**Poop Scooper** – Super essential to carry. In case of an incident, you should be prepared well in advance.

**Toys** – Keep desired toys with you to play with your pooch on the beach. It is advisable to carry a frisbee or

toys that can be fetched easily by the furry one.

**Brush** – If your pooch has heavy fur then it is inclined to get tangled due to water and sand. You must brush them once after wiping them with a towel.

**Pet First Aid Kit** – As pet parents we should always have a pet first aid kit at home and should most definitely carry it when proceeding to the beach. Accidents always happen when you're ill-prepared!

**E-Collar** – In case of a medical emergency, you must carry an e-collar along with you.

Let us now skip to the D-day when we decided to make this family trip

to the beach. The beach was about two hours from my place. After packing up all the things mentioned in the checklist we headed out in our vehicle. Joey was thoroughly rejoicing long drive unaware of the major fun that awaited him.

We reached the beach at around 4 in the evening. The moment we got Joey out of the car he was zapped to see so much water. Fortunately, the beach was empty. For as long as I could see I couldn't spot a single person, which was a major boon and gave us privacy. We took Joey towards water. At first, he was slightly skeptical of being around so much water and got scared of large waves. He went away and hid behind my dad who was sitting comfortably on a sheet and reading his book. We realized that there was no point in pushing him to come inside water, so my brother and I casually started playing in water with our mother. Joey saw us comfortably enjoying ourselves and his attention-seeking self couldn't stay behind. There he came hopping like a bunny into the water where a huge wave drenched him from tip to toe. To our surprise, he did not get frighten and cheerfully began splashing and enjoying inside water along with the waves. That was it! Joey was unstoppable after that. He was curious about the tides and the ripples they left behind. We played a bunch of fetch games on the sand calling him from one end to the other and trust me guys... I had never seen my pooch that joyous! He would run all over the place, in and out of water, make circles around us, dig sand, and run behind birds. He was super elated.

That was not the last highlight of that day; Joey also made an indie friend on the beach with whom he



went for a short stroll and then came back running into the water as he got fascinated by the way my brother and I were throwing water on each other, he surely did not want to miss out on the fun. (My dog was born with major FOMO) Before leaving for home, we spread a sheet and cleaned Joey with a clean towel.

**There are some additional aspects that we must keep in mind while planning a beach visit:**

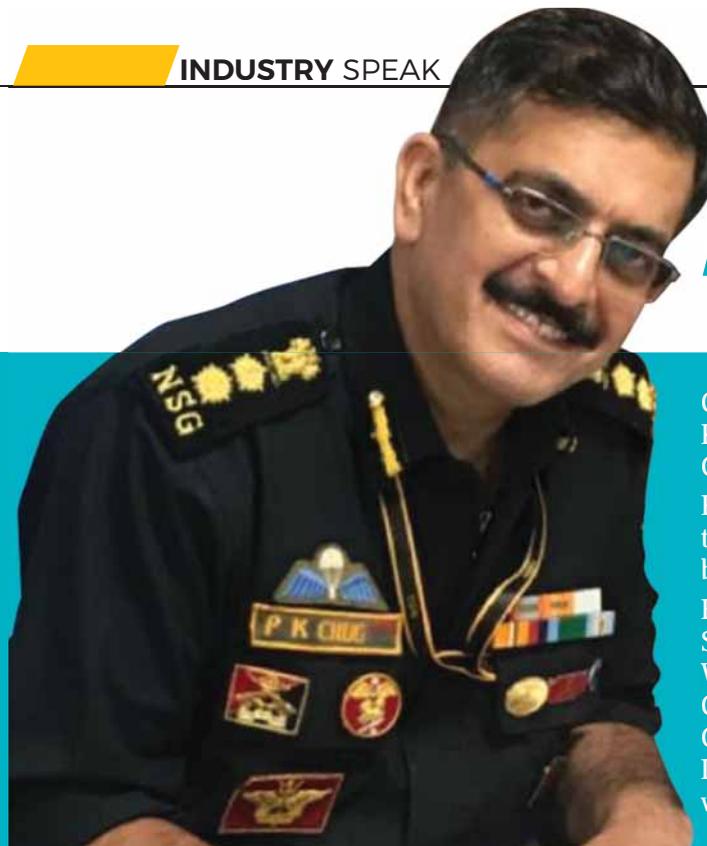


- Not all pooches love being around water and beaches. Most of them would just prefer sitting on sand or taking a walk as waves startle them. Be aware of your pooch!
- Be sure and alert of your surroundings on the beach as strays may be around and your pooch could get into an uncalled fight.
- Do not let your pooch venture far from you; the proximity should always be close to prevent any unfortunate accident.
- Keep the period of your pooch being in water short as salty seawater is an irritant to their eyes and skin.
- Make sure to give your pooch a thorough bath after taking them home to wash all the sand off their body. Brush your pooch after the bath. Pay special attention while cleaning their paws, tail, face, and ears. Sand can cause severe itching and can lead to skin allergies.
- If you notice any signs of allergy or incessant itching after your beach visit, do consult your veterinary immediately.

We left the beach after 3 hours of endless fun, running, and chasing! Our whole family had spent together some beautiful moments after quiet a long time. In these dreadful covid times, memories like these keep me hopeful of a better, safer, and brighter future, where we could all relive the wonderful days! Amen!

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\* Author is a 23 year old political science graduate, a teacher, a passionate dog parent, and a content writer, who finds solace in being surrounded by dogs and books at all times in life. Her blog 'Paint it Olive Green' represents her personal life experiences in the military surroundings, as a student and a dog parent. For any guidance on dog parenting, she can be reached on her dog blogging account on Instagram @dogistaan.



## Col (Dr) P K Chug A Man with a Mission to Modernise Current Dog Training in all Forces

Col (Dr) P K Chug (R) is Consulting Director of Police K9 Cell established under the Ministry of Home Affairs, Government of India.

Recently, he has been awarded the coveted Fellow of the National Academy of Veterinary Science (FNAVS) by NAVS (India)

Besides, he has been conferred with the Chief of Army Staff's Commendation on three different occasions; Various Trophies and Medals of Excellence by Corps Commanders, Army Commanders and Director-General RVS during his 25 years of chequered service. In this interview, he shares many interesting things on working K9s of which most people are not aware.

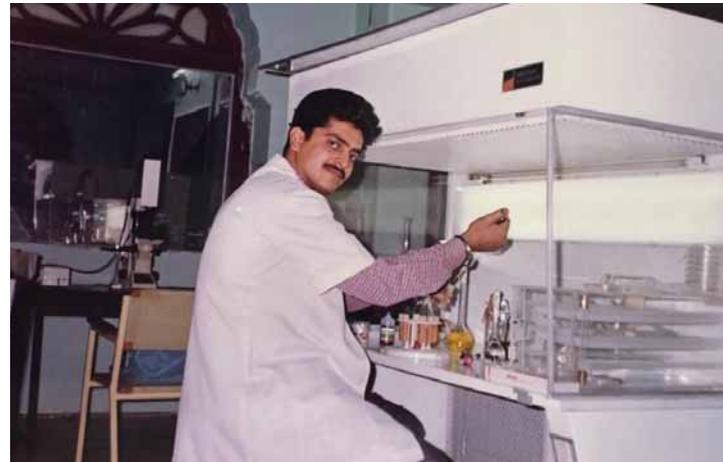
### BEING A QUALIFIED VETERINARY MICROBIOLOGIST, WHAT INTERESTED YOU/MOTIVATED YOU TO BECOME A CANINE TRAINER?

It is staggeringly and dishearteningly true that many people don't know what they are passionate about or what they want to pursue in life. I have put in my best effort in whatever I do, considering the impact of the surrounding environment, circumstances and opportunities that come my way.

I was sure of my calling right from my post-graduation days while studying Microbiology in the Rajasthan Agriculture University, Bikaner. It was natural for me to join the Indian Army as a Veterinary Officer in the elite Remount Veterinary Corps (RVC) because of my love for the 'olive greens'.

I decided to join the army despite offers from the state government as a veterinary surgeon; an assistant professor in my alma mater or pursuing research in a top US University. My love for joining the armed forces got consolidated as a cadet and Senior Under Officer (SUO) of my R&V squadron NCC during the student life when I was actively pursuing horse riding.

I contributed as Veterinary Microbiologist and Disease Investigation Officer at Central Military Veterinary



*Early life of Col. PK Chug as Veterinary Microbiologist*

Laboratory (CMVL), Meerut Cantt, to isolate numerous animal viruses and strains not only to control disease outbreaks but to be contributed to indigenous vaccine production of dogs. The tenure with CMVL was unique, I undertook few research & development projects, isolating many animal viruses and their molecular characterization. 'Equine Influenza' was one such big viral outbreak among Army equines which could be controlled by my swift actions and Army's effective control strategy. As a first 'Quality Manager', I was successfully able to achieve in making the CMVL as India's 1st and only animal disease

diagnostic laboratory accredited by NABL as per ISO 17025: 2005. I subsequently achieved the unique distinction of a qualified assessor of NABL for the assessment of other biological laboratories.

A chance to pursue the 'Army Dog Trainer Course' in 2000 was a turning point in my life.



*Senior Under Office PK Chug during NCC days*

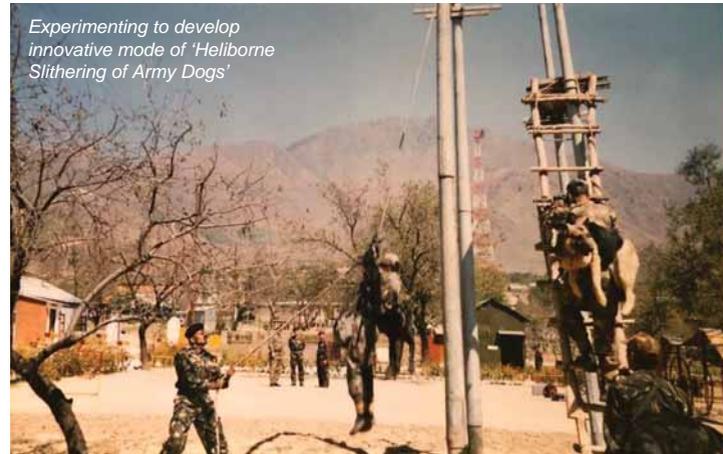
At a very young age, I served in Kashmir Valley (J&K) and I was immediately bestowed with the distinguished command of an 'Army Dog Unit'. I soon discovered that my passion was 'Military Working Dogs' (MWD).

Since then, there has been no looking back. I enjoyed every bit of working with hundreds of Army Dogs. I continued to command specialized 'Dog Units' on six different occasions including thrice with Army (all in Valley J&K), and thrice with the 'Special Forces' of the nation that includes two terms as NSG Black Cats Commando. I developed numerous innovative and inexpensive dog training aids; introduced the concept of scenario-based training; and a periodic assessment of the technical proficiency of dog teams to augment their operational performance.

**WOULD YOU LIKE TO SHARE SOME UNIQUE EVENT DURING YOUR LONG EXPERIENCE OF WORKING WITH ARMY DOGS.**

I have innumerable success stories. One such incident involved an Explosive Detection Dog (EDD) named Divya, which indicated an IED buried deep in the ground in a green kitchen garden.

Another was when Tracker dog Dustin was utilized to track down dreaded terrorists who fled from a crime scene. Even when deployed 24 hours after the incident, in inclement weather at snowbound terrain, the dog followed their odour track over the next 03 days, leading the Force personnel from one village



*Experimenting to develop innovative mode of 'Heliborne Slithering of Army Dogs'*

to the other, finally leading to eliminate all the five terrorists in North Kashmir Valley (J&K).

One of the most memorable endeavours was developing 'Heliborne Slithering of Army Dogs' in 2002 while serving with Rashtriya Rifles (Victor Force) in South Kashmir Valley (J&K). Amid this challenge, I could successfully develop the concept of taking Army Dogs as piggy-back to the Handler while slithering from a helicopter in remote areas in the mountainous



*Commissioner, Delhi Police honouring with a memento on completion of 1st Police K9 Workshop in March 2020*

terrain of 'Pir Panjal' Himalayan range. The harness was locally designed and developed by me in the field environment. We were made, for the first time, a part of the 'airborne QRTs' (quick reaction teams) during the J&K assembly elections in 2002.

Soon, it was accepted as an approved military doctrine based on the training note initiated by me.

The transformation of NSG's K9 Unit under my command was another highly satisfying term. We prepared the K9 teams with standards that surpassed international levels. The 'Assault K9 Teams' were trained to be effective off-leash controls, imparting them a sense of directional movements on wireless communication with their handlers. Utilizing natural agility and aggressive instincts of the Belgian Shepherd Malinois dogs, the capacity of assault K9s of NSG was enhanced to jump off significant heights from a building or a moving vehicle in potential counter-terror operational scenarios. It strengthened the Special Intervention Teams of NSG. They applied 'K9 Commandos as Tactical Weapon in Fight against Terrorism' successfully..



*Col. PK Chug on successful assessment and training of specialized dog teams at Dog Training Centre of Telangana Police at IITA Moinabad in Dec 2020*

**THE GOVERNMENT OF INDIA BESTOWED ENORMOUS FAITH IN YOU BY ENTRUSTING YOU WITH THE POSITION OF CONSULTING DIRECTOR OF THE RECENTLY ESTABLISHED 'POLICE K9 CELL' WITH THE MINISTRY OF HOME AFFAIRS. HOW DOES IT FEEL? TELL US MORE ABOUT THIS ORGANIZATION AND YOUR ROLE IN ITS FUNCTIONING.**

Establishing 'Police K9 Cell' under the Police Modernization Division is a unique initiative of the Ministry of Home Affairs, Government of India to realize that this subject needs focus and consistent attention to improve the prevailing standards of Police Service K9s (PSKs). It would help the Government of India to realize the full potential of these dogs in a wide range of security-related tasks with Central Armed Police Forces (CAPFs), Central/State Police and Law Enforcement agencies. Personally, I feel extremely

privileged that I was considered worthy of this onerous responsibility in the lead role to the newly established 'Police K9 Cell' with a mandate of 'Mainstreaming and Augmentation of PSKs in the Country'. In as vast a country as ours involving security organizations with union and state governments, the task at hand is not easy. It is an equally inspiring and satisfying mission that has also energized all the stakeholders due to the swift progress made within a short period of its coming into existence with an aim to make PSKs a formidable 'Force Multiplier'.

To achieve the objectives mentioned above, after preliminary deliberations with all stakeholders, a comprehensive roadmap and an effective action plan was drawn to transform the subject of PSKs quickly. In the first phase, CAPFs and other central police and law enforcement agencies are supported in all its dimensions to modernize the practices matching international norms. Such methods are also shared with state police organizations which are equally supported in this endeavour.

A model on Working K9 Behaviour Assessment Test (K9 BAT) has been designed and developed to determine the behaviour and temperament of young adult dogs (green dogs) to find their suitability for the specialized police task was issued during Feb 2021 for compliance by all the CAPFs. Only Green Dogs' (young dogs ready to enter into specialized training) qualifying in the K9 BAT shall enter the specialized phase of PSK training or be sold to other organizations ensuring the quality of PSKs.

In a path-breaking step, a 'National Register for Working Dogs' (NRWD) has been established under the aegis of Police K9 Cell of the Ministry of Home Affairs to exclusively maintain records of working dogs engaged for police duties. Under the new concept, all potential PSKs would be screened through Working K9 Behaviour Assessment Test (K9 BAT) and based on the scores of Working K9 BAT, the dogs qualifying the benchmark scores for 'Working Dogs' would be recorded in the NRWD and issued an appropriate certificate. Only registered dogs with NRWD would be procured by Forces raising the prospects, confidence and assurance among all stakeholders regarding suitability in meeting specific requirements for reliable police duties.

Further, the role of dogs is ever increasing in diverse fields the world over. We're advising and supporting Forces in catching up with the emerging trends world over and use the untapped potential of dogs for the benefit of society.

**PUBLICATION OF THE 'NATIONAL POLICE K-9 JOURNAL' IS ANOTHER STEP TAKEN BY THE GOVERNMENT OF INDIA IN FURTHERANCE OF ESTABLISHING THE POLICE K-9 CELL. WHAT ARE YOUR THOUGHTS ON THIS UNIQUE INITIATIVE OF THE GOVT? WHAT DO YOU THINK IS THE PURPOSE BEHIND RELEASING THIS JOURNAL?**

The inaugural issue of the bi-annual 'National Police K9 Journal' was published and formally released by the Hon'ble Home Minister Sh Amit Shah, on 02 Jan 2021. It is the first such publication in the country on the subject of PSKs i.e. Police Dogs.



*Sh. Amit Shah, Hon'ble Union Home Minister formally releasing the inaugural issue of the 'National Police K9 Journal'*

The National Police K9 Journal publication is an important step taken by the Ministry of Home Affairs to create a culture and ecosystem in the country to train and learn on sustainably augmenting this vital resource. The journal has eleven sections in Hindi and English. It is a collective endeavour of all the CAPFs and other central/state police and law enforcement agencies that the authentic ideas, field experiences, case studies, research & development activities from Force personnel are published in the journal for mutual learning for the benefit of organizations. The question-answer section of the journal uniquely provides an opportunity for the Dog Handlers and Trainers to seek a solution to their queries and problem areas. The contributions from K9 experts from civil society and foreign experts have been sought. As editor of this journal, I am making a

sincere endeavour to publish the journal at par with international journals.

**YOU ARE ALSO INSTRUMENTAL IN ORGANIZING THE YEARLY CONFERENCE OF ALL ARMED FORCES DOG SQUADS. TELL US MORE ABOUT THE CONFERENCE AND ITS ATTENDEES.**

During my tenure with NSG, we organized the 1st National Police K9 Seminar in the year 2017 which was participated by over 400 delegates representing security organizations and few renowned K9 breeders and trainers from civil society. Few eminent experts from foreign countries also attended, which also included few demonstrations by French dog teams. At that time, we recommended making this event an annual feature to strengthen the learning process and share our experiences with each other.



*Col PK Chug presenting on Working K9 Behaviour Assessment Test (K9 BAT) during the 2nd National Police K9 Seminar at Delhi on 26 Feb 2021*

After establishing the specialized Police K9 Cell, the National Police K9 Seminar has been made an annual event and will be organized by one of the CAPFs in rotation. After a gap of four years, MHA's 2nd 'National Police K9 Seminar' was successfully held for 02 days on 25-26 Feb 2021. It is part of the MHA's efforts to develop culture and ecosystem in the country for mutual learning on PSKs. This year's seminar was organized by SSB at the BPR&D auditorium in New Delhi with the theme 'Role of Dual Purpose Police K9s in Augmenting National Security'. Little over 200 delegates representing various CAPFs, Defense Forces, Central and State Police and Law Enforcement agencies participated in the seminar. Various domain experts subsequently presented in several technical sessions over the two days of the seminar. Recommendations of the Seminar were compiled by me for further action by different stakeholders, including the Ministry of Home Affairs.

# RETAIL: UNCODED

By Ashish Anthony\*



The retail community performs the most crucial role of bringing finished goods to the consumer's doorstep. It includes all activities involved in selling goods or services to the final consumer. Retailing has been the most dynamic and the most attractive sector of the last decade. While retailing has been present throughout our history, it is only in the recent past it has seen so much dynamism.

Increased Availability of Retail Space, Rapid Urbanisation, and Qualified Human Resources has also boosted the organised retailing growth. India is a Premium Destination for the world's top global brands and retailers, and the retail sector is keen on reinventing itself thanks to the below points:

- *Rising Income*
- *Change in Consumer Behaviour*
- *Media Explosion*
- *Corporatisation of Retail*
- *New Breed of Entrepreneurs*

There is a vast untapped opportunity in the retail sector, having immense scope for new players, driving large investments into the industry and the country. A good talent pool, huge markets, and abundant availability of raw materials at comparatively lower prices will make India lead one of the world's best economies. The industry is generating huge employments, next to agriculture, the retail sector contributes the highest percentage of employment.

Though much is yet to be achieved, e-tailing (e-commerce) is a compara-

tively new industry in India. It can achieve explosive growth.

Consumers are looking for convenience in shopping; this would continue strongly in the future as more families become dual-income families. The consumer's ability to spend will increase, but the time available for shopping will go down. In such a scenario, retailers will have to develop shopping as an experience, and retailers who will be more successful will be those who provide faster service.

During Lockdown, when people were doing most of their work themselves, premiumisation of consumption happened. People moved from conventional products to high-end products, which will continue in

the future. Most organised retail played to the opportunity. Modern retail creates formal jobs close to neighbourhoods, too; it also creates gender-neutral jobs.

There are different formats of retailing

- *Independent retailer*
- *Retail Chain*
- *Retail Franchising*
- *Co-operative*
- *Non-Store retailing*

Each of the above has its Strengths. We will discuss two of the above.

### **Independent Retailer:**

An independent business is typically called a 'MOM and POP' store. Usually, a single shop sometimes may even have a few stores. They would have a name that they would have to establish on their own from scratch. The business would be based primarily on their own skill, hobby or knowledge and is entirely dependent on their

own level of skill; it would be their own responsibility to establish the likelihood of success. And for every decision, the buck stops at them.

### **Retail Franchising:**

Franchising is one of the most successful marketing concepts. The primary aim of franchising is the expansion of business. Franchise outlets account for about 40% of the retail sales within the organised sector in developed countries. In India, franchising is growing rapidly after economic liberalisation. The franchisor provides assistance and support for running the franchise. The support may be in the form of training, advertising, pricing, etc. Franchisees have a right to use an Established Tradename, Logo, Marks, Style; it already has a reputation in the market, it provides you with guidance about Location, Store Design, Retail Layouts, the opportunity to use the Latest Technology trends, manage sourcing, Inventory, Merchandising, Pricing,

Store Space management, Financial management, Shop management, Performance measures, Customer Relationship Management, Loyalty management Programs, Existing Legal Issues and compliances for business, Manage Staff and the confidence and skill required to operate a business successfully.

Retailers are considered respected members of society, valued by the state and the country for their contribution to the economy. Leading retail professionals are well-rounded individuals with high social consciousness. Retailers serve the community outside their retailing businesses and also within it. For example, many retail companies support local NGO's and social groups with donations, foodgrains, and other products and services as a means to give back to society some of their profits in the areas they serve.

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\* Author is the Founder of JUST DOGS, a pet retail brand in India.



## **PETZ HOUSE IS BACK**

**We are open and running wooh wooh wooh!**

**BOOK STAYCATION FOR YOUR PETS AND ENJOY YOUR VACATIONS**





# 10

## WAYS TO USE WHATSAPP FOR A PET BUSINESS

By Sameer Gudhate\*

In today's world, social media networks and messaging apps have transformed the way we converse, and for businesses, it means embracing these technologies to reach their audiences. As the largest messaging application, WhatsApp has more than 2 billion active users worldwide and many businesses have started using it as part of their communication solutions. WhatsApp is ranked as the most used mobile messenger app in the world with more than 100 billion messages sent each day. On an average a user spends 38 minutes per day on the app.

In January 2018, in consideration of high demand for leveraging WhatsApp for a business perspective, WhatsApp launched WhatsApp Business application. WhatsApp Business has impressive features such as Business Profile, Catalogue, Shortcuts for quick reply, Labels Automated messages, etc.

Here are 10 ways you can use WhatsApp and the new Status feature to market your pet products and services and better engage with your customers.

### 1. REAL-TIME CUSTOMER SERVICE

Coming up with real-time customer service is a luxury, small pet businesses cannot afford. But with WhatsApp, a pet store with a small staff team can answer any questions customers might have, swiftly. To a large extent the questions are like – what is the appropriate food for a puppy? or what is the process to deworm a cat? Also, because the app supports rich media, the use of text, audio or video to provide a personal customer service experience is easily possible.

### 2. CUSTOMER SUPPORT

Any pet business, in general, provides a multitude of services and whether it is about the use of a product, installation of a product or any other stuff, the store can create video presentations for its customers. These can be easy 'how-tos' of tasks customers can do on their own post a product purchase, which actually doesn't require professional help. Small videos such as installation of a puppy pen or a dog bed are of great help. Customer support can

further be extended to live video help or tutorials to provide guidance. This will make your pet business a trustworthy resource a customer can count on and when they need extended services, your pet business will be well-positioned to be the one they call first.

### 3. FEEDBACK

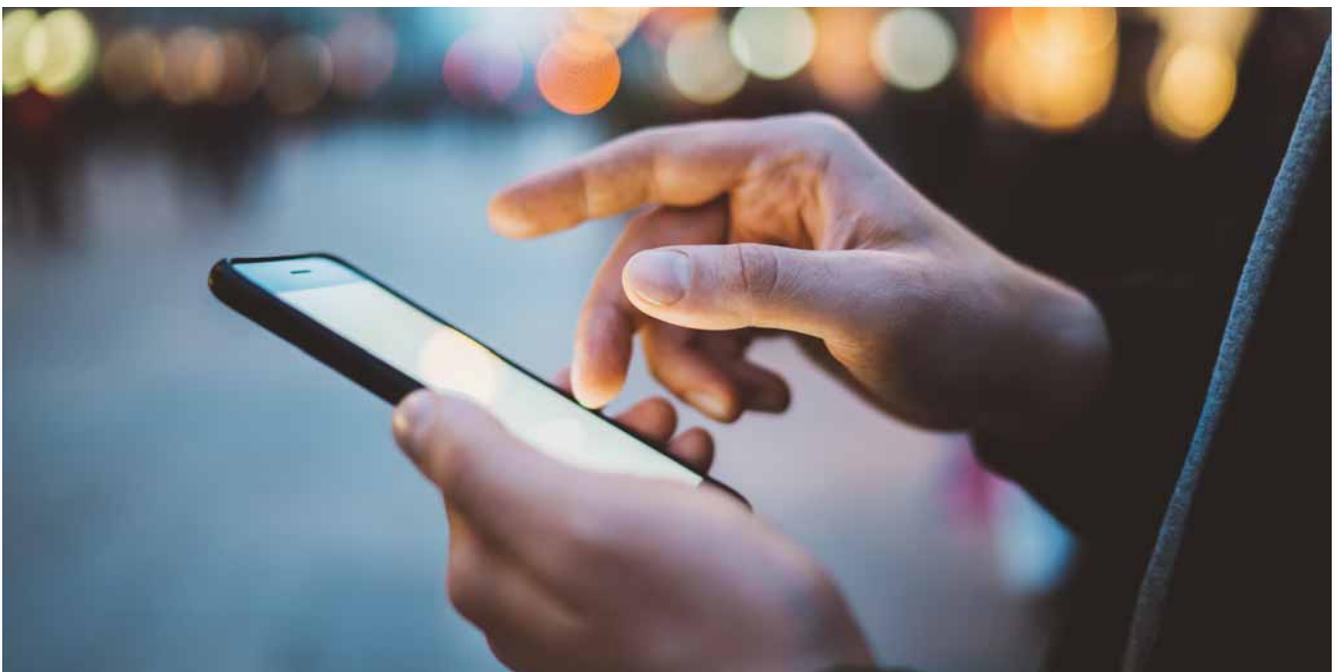
The open rate for WhatsApp messages is somewhere close to 70 per cent. So instead of calling customers for feedback, the pet business can create questions for them, which they can answer in their free time. (Google Forms is the best option to it – will write at length about it some other time). This is marketing research at its best, and it is unquestionably free. With the feedback from customers, the pet business can respond to their requests and improve its products and services. The customer inputs received can be of great value, which can be rewarded with special offers and coupons to encourage future engagement, brand loyalty, and long term customer retention.

### 4. PERSONAL TOUCH

As WhatsApp communication continues to grow, the pet business can personalize interaction with its customers using one-on-one communication. This is especially important for pet businesses because they now can have a direct relationship, where customers can message them if they need a particular product, have an enquiry or need support. Wishing their pet on their birthday with a specially created graphic is an example of personalized communication. WhatsApp can be accessed on a smartphone, tablet or PC, so the pet business will be able to talk to its customers anytime if they choose to make themselves available.

### 5. CREATING AND TARGETING GROUPS

Pet Business is a business that specializes in a particular trade or hobby, and by creating or targeting groups on WhatsApp, specifically of its customers or even other pet parents that are interested in



related topics, the pet business can increase its customer base. If the pet business creates video content and provides live support, there is quite a possibility that the members will share it with contacts that are outside of the group. This in turn leads to more users consuming the content, joining the group, and eventually, even becoming customers.

## 6. PROMOTIONAL CODES, FLASH SALES

With the new Status feature, the pet business can create special promotional codes for customers to redeem. Using its WhatsApp Status, it can let everyone in the group know about the promotions it is offering. This could include a two-



hour flash sale or a one-day special drive in traffic and create buzz. Based on interaction levels, this can be expanded and promoted with WhatsApp Status exclusive coupons or promotions.

## 7. SPECIAL ACCESS

The instant interaction capability of Status means the pet business can provide special access to events it is holding and send a live feed. If the pet business has a special person or a celebrity who has visited and made a purchase, this can be immediately

shared as news with audience. And such updates actually receive good engagement. Just imagine Alia Bhatt being on the pet business status as a customer for her cats!

## 8. PRODUCT DEMONSTRATION

Whether the pet business makes its products or just sells them as a retailer, it can demo them on Status and let the group know when any new item is available in its inventory. Very small videos such as making of a cat litter or new treats available for pets with some unique quality are apt examples. Even if the customer doesn't need these particular products today – knowing they are available, what they can do, and how to use them – he will definitely keep

the products and the pet business on top of his mind whenever he needs them in future.

## 9. GIVEAWAYS

The pet business can have weekly, monthly, or even daily giveaways to bring footfalls to its store or visitors to its website. Since WhatsApp is free, the only cost of such promotions is for promotional products or services such dog treats, small cat toys, or fish food etc., which are to be given away. This considerably lowers marketing overheads of any pet business.

## 10. COLLABORATION/ PARTNERSHIP WITH INFLUENCERS

By collaborating with nearby businesses and partnering with influencers from pet industry, the pet business increases the number of groups to which it belongs. They need not be in the same industry. But with Status, the pet business can become part of all these conversations. Even if members of other groups aren't interested in its products or services, there is a chance that they might mention you in conversations on WhatsApp or other social media platforms.

WhatsApp, as a communication tool, continues to evolve and add more features in future. It is a resourceful platform that enables you to send files, images, and short video clips about your products and services. But the key to using WhatsApp effectively is to avoid abusing relationship you have built with your audience. Measurement of interaction is absolutely necessary to make sure that each message you send has value. The key is to not make every message a sales message.

WhatsApp is turning to be more valuable than ever for businesses. Using it to provide valuable engagement with audience, for learning more about customers' needs, and as a way of spreading word about your brand are actually the optimum ways to get benefit from it.

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\* Author is the only Marketing Consultant in India who helps Pet Businesses to reach out to more and more people for business growth. He also runs Petopedia, the World's First WhatsApp Daily Pet Magazine for sharing pet related information to Pet Parents. He can be reached out on 9820270247 or samgudhate@gmail.com

# did

## YOU KNOW?



### DOGS

**1** UFAW states that on an average around 30% of Dalmatians are deaf in one ear and 5% are deaf in both.

This is due to something called the extreme piebald gene, which is responsible for their white coat and blue eyes (in some of them). Dalmatians with larger dark patches are less likely to be deaf.



**2** The oldest dog living is fanny.

It was born on 27th May 1999, aged 21 years 198 days and owned by Yoshika Fujimura. This has been verified on 12 Nov 2020.

**3** The tallest dog in the world ever was a Great Dane named Zeus.

Measured at 44 inches tall on 4th October 2011, he's the current Guinness World Record holder



### CATS



**1** Felicette, also known as 'Astrocat', was the first and only cat launched into space on 18 October 1963 as part of the French space program.

**2** A green cat was born in Denmark in 1995.

Some people believe that high levels of copper in the water pipes nearby may have given his fur a verdigris effect.



**3** Cats live longer when they stay indoors.

As evidence, indoor cats live longer than their outdoor counterparts. Cats who are kept indoors can reach the ripe old age of 17 or more years, whereas outdoor cats live an average of just two to five years.



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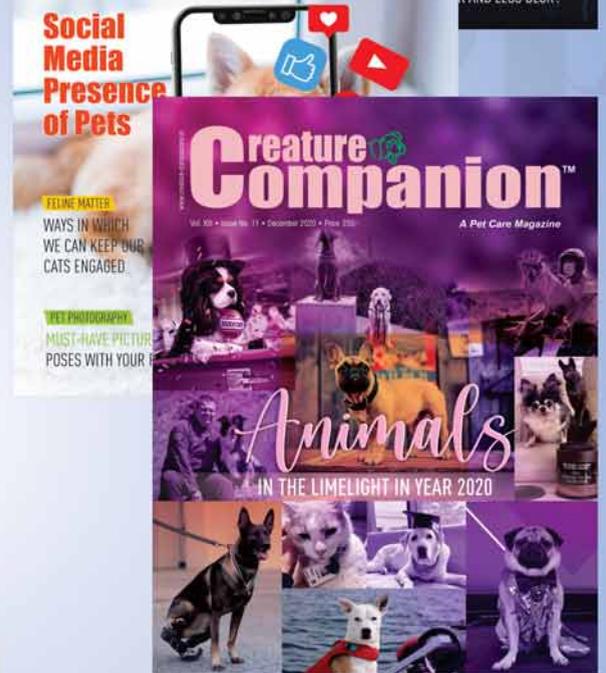


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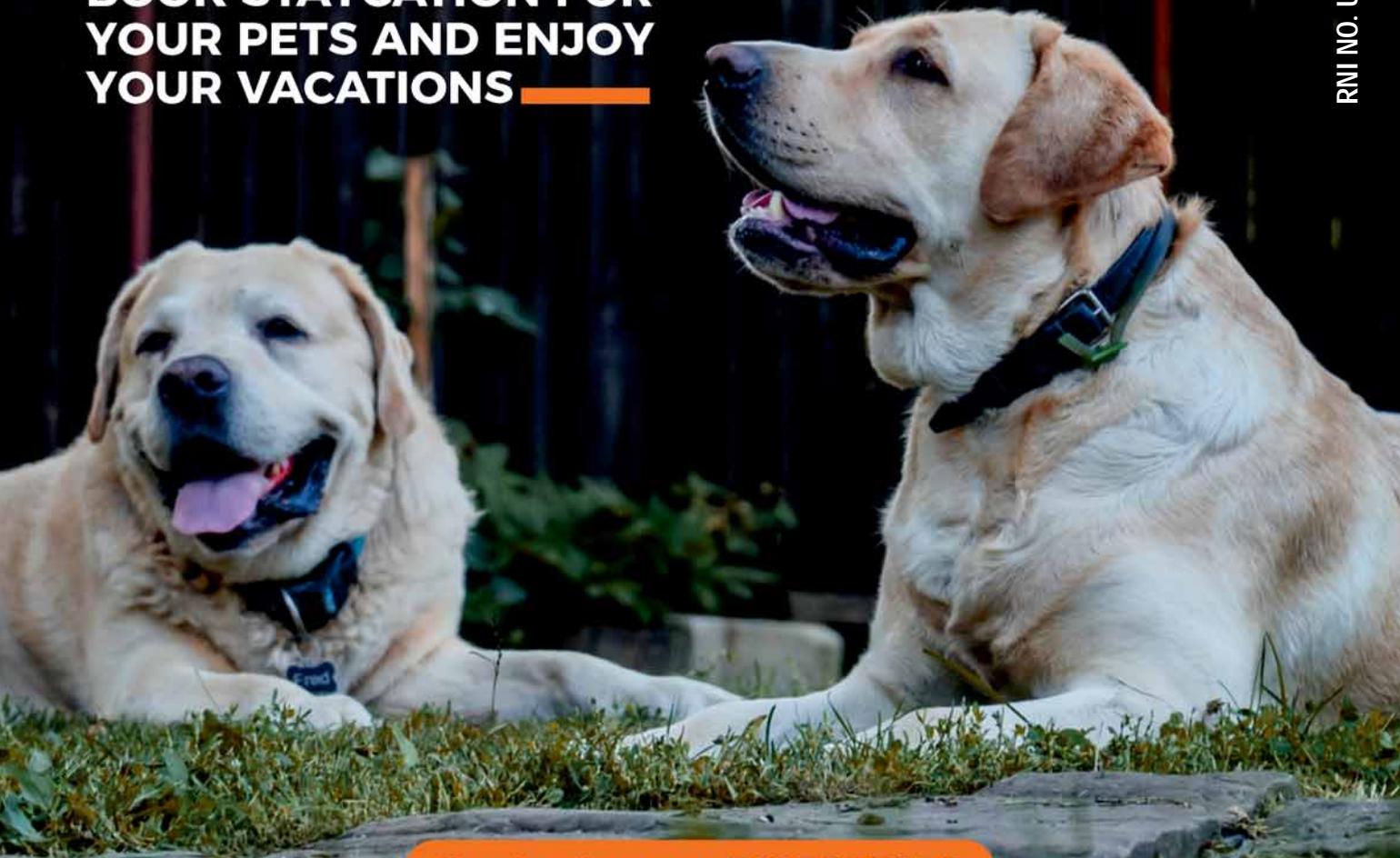
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