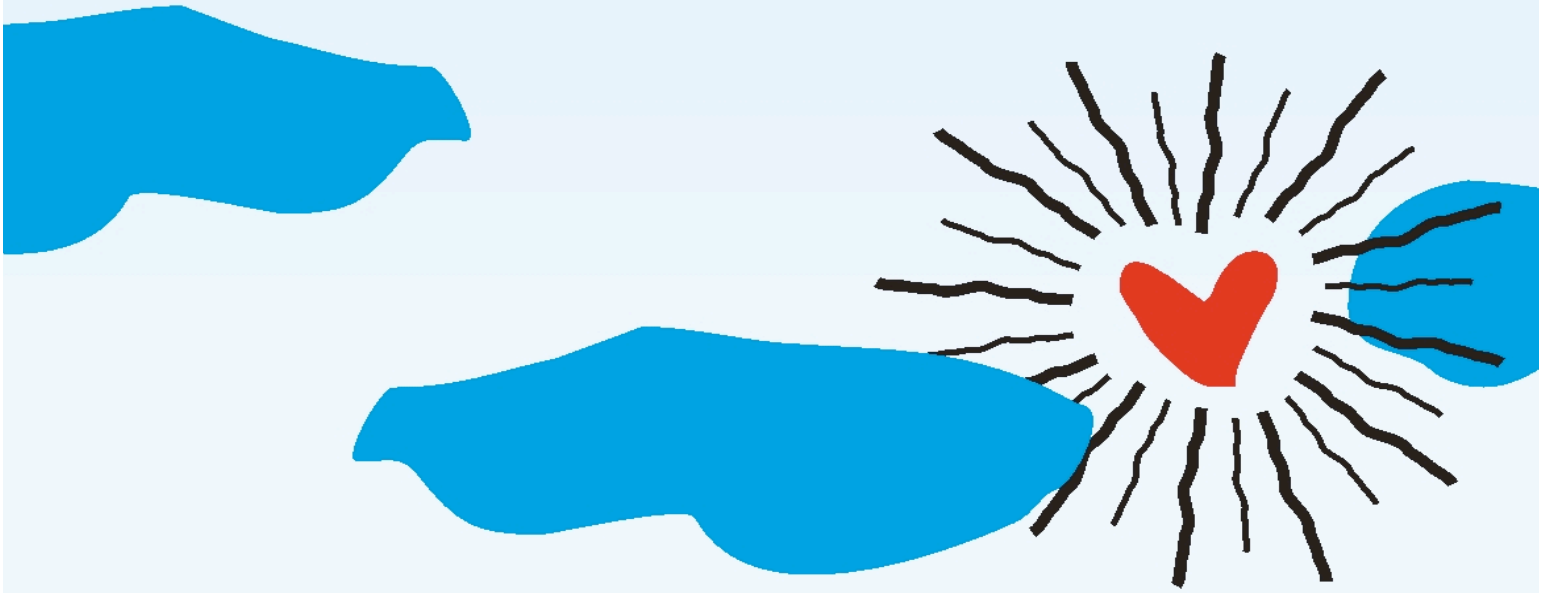
Calm

canine advanced locality management



Team Members:

Yashashree Phansalkar (BD), Yezdan Irani (PG III),
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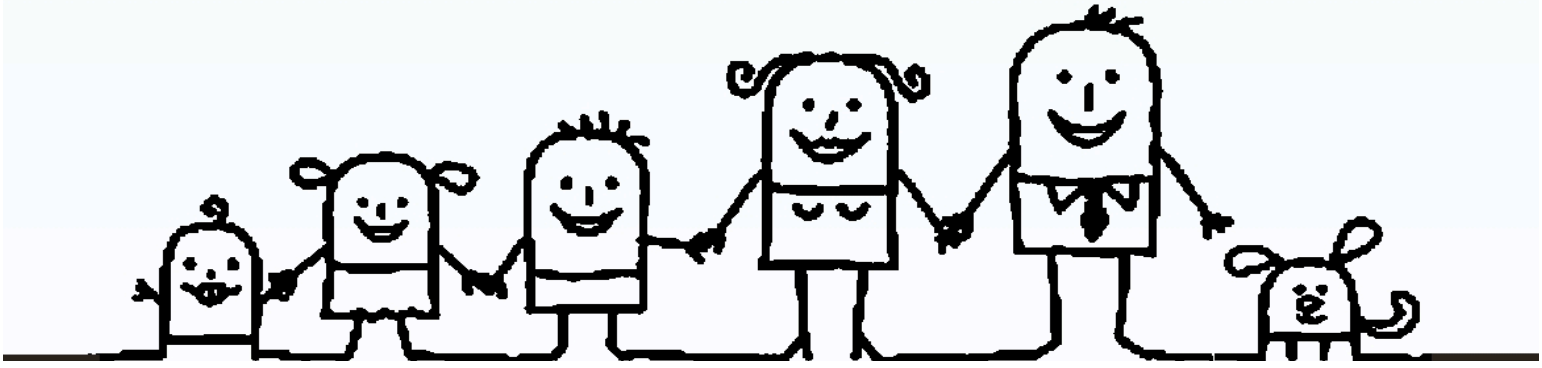


EXECUTIVE SUMMARY:

A day in our life: We come across a stray or abandoned dog and we were just not sure what to do with the animal? It seems like today that for every good deed, a bad deed is also done. Many of us are confused. For instance, when you find a stray dog, one automatically thinks to call animal rescue such as Animals Control which is sponsored by the city, right? Well, by calling the animal control authorities, you are getting a dog off the street however you are also sending the dog to Animal Control. Many Animal Control units have very limited amounts of space, therefore after a few days they will euthanize the dog if no microchip or tattoo is available. Therefore, you are doing a good deed by calling for help with the animal and doing a bad deed by calling Animal Control. It is a catch 22! So, what should one do in this situation?

Above mentioned is the typical incident in each one of our lives. But very few are bothered by the plight of this innocent creature. That's when the trigger to work towards betterment of stray dogs occurred, and being students of Business Design we did not want to make it one more addition to the charity show also!

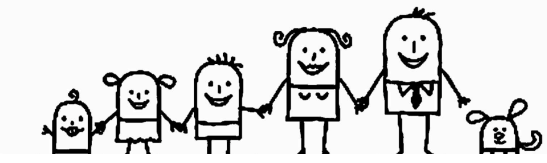
The idea of having trained stray dogs patrolling every nook and corner of the city at once brought a feeling of safety and security in all our hearts.

Proposed concept: An advanced locality management program.
The proposed idea suggests that we take in stray dogs, train them and use them for various purposes: security, therapy, disaster management, detection squad.

This program would involve people in a locality and members of our group who would take care of the food, hygiene and welfare of the dogs under the understanding that the dogs are always their most loyal companions who are the commandos of their locality.

Therefore by handling the stray dog issue we attempt to restore 'calmness' back in the locality.

THUS : CALM Canine advance locality management



BACKGROUND

Why do stray dogs exist?

Much of the urban stray population consists of mongrels or mix-breeds descended from pure-breed dogs who have been allowed by their owners to interbreed with pariahs.

The size of stray dog populations always corresponds to the size and character of the human population of the area. Urban India has two features which create and sustain stray dog populations:

1. Large amounts of exposed garbage, which provide an abundant source of food
2. A huge population of slum and street-dwellers, who often keep the dogs as free-roaming pets.

Mumbai has over 12 million human residents, of whom over half are slum-dwellers. At least 500 tonnes of garbage remain uncollected daily. Therefore conditions are perfect for supporting a particularly large population of stray dogs.

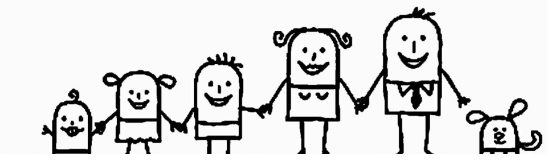
Problems caused by stray dogs

Haphazard urban planning and human overpopulation have led to a correspondingly huge population of stray dogs in most Indian cities. They cause the following problems:

- Rabies a fatal disease which can be transmitted to humans (estimated at 35,000 per annum).
- Dog bites - Most occur when dogs are trying to mate and fighting among themselves pedestrians and other humans in the vicinity often get bitten accidentally. Females with pups to protect may also be aggressive and bite people who approach their litter. Barking and howling an accompaniment to dog fights which invariably take place over mating.

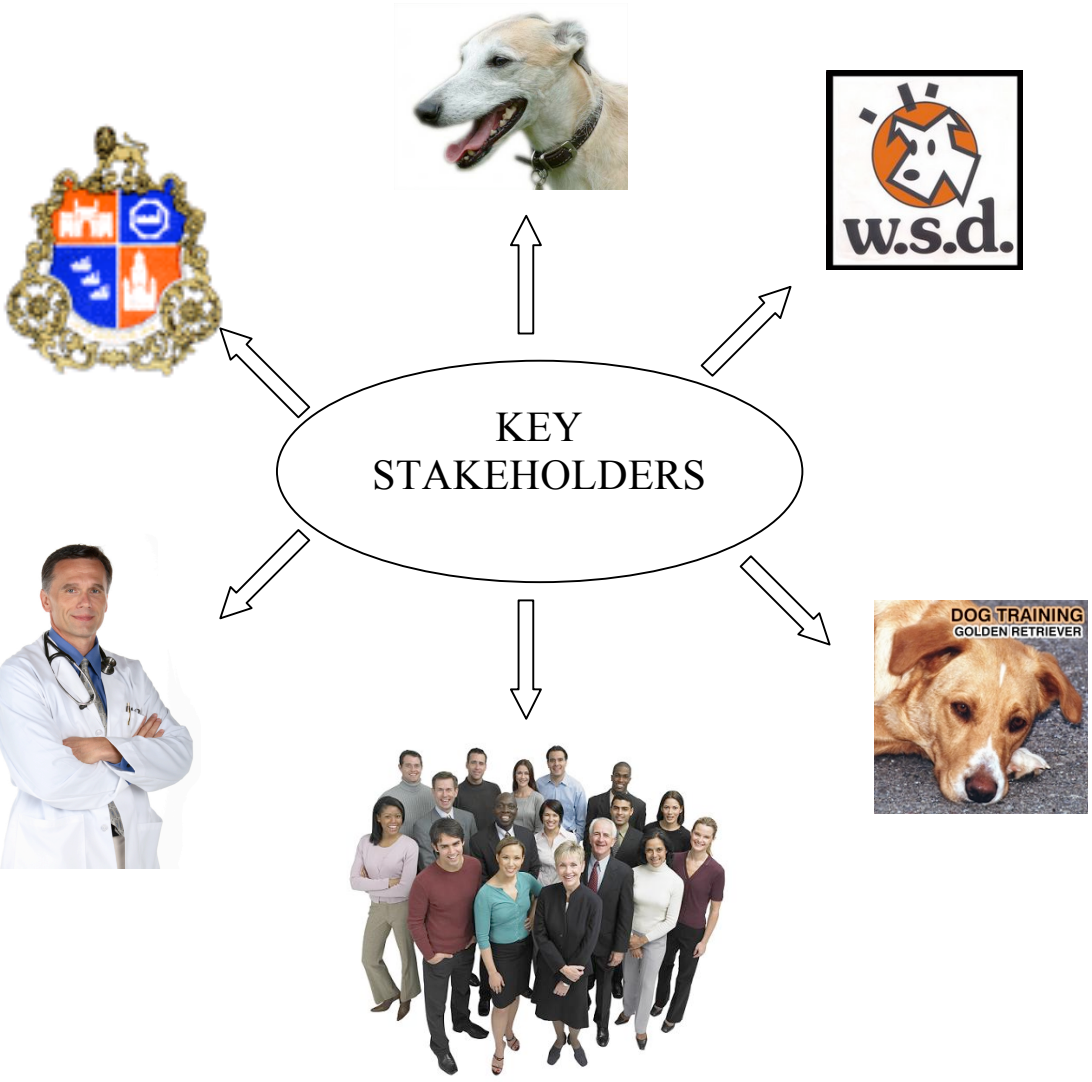
Why removal of dogs doesn't work

Dogs have extremely high breeding rates. According to one estimate, two dogs can multiply to over 300 (over a few generations) in three years. They are also highly territorial, with each dog having its fixed niche.



STRENGTHENING OUR BASE

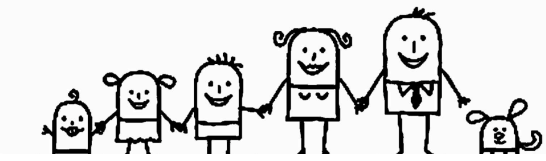
For our project 'Advance Locality Management' the primary & research involved identifying the stakeholders of this program.



Why stray dogs

Currently, there are five dogs with the Crime Branch, six with the VIP squad, seven with the Bomb Detection and Disposal Squad and five with the Railway Protection Force. Thus dogs in these squads are overworked and stressed. Acquiring of these dogs is also expensive as currently only specific breed of dogs are being used.

Moreover as these dogs are not naturally accustomed



to the Indian climate, they attract very high maintenance cost.

The city's stray dogs, comprise a far larger group and display greater immunity to diseases. These dogs available at bare minimum cost and in abundance. They are naturally accustomed to Indian climatic conditions, and are economical.

Can strays be trained?

We often see that specific breeds like Labrador, German Shepherd or Doberman are used as service dogs to undertake various tasks like bomb detection, assistance for physically challenged etc. There is a misnomer that only such breed of dogs can perform task as mentioned above. However the fact is that it's not the breed but the behavior and the traits of that individual puppy that determines the job that he is fit to do. Special test are devised to test their responses. Thus even a stray dog can be as effective in performing a particular task as any other regular breeds would be.

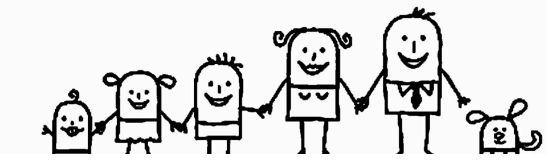
Exactly how many stray dogs does the city have?

Some BMC officials, while offering to 'painlessly' kill off the city's strays, says there are 12 lakh dogs on the streets. The NGOs say their figures are more accurate than the BMC's as they have been given specific areas for sterilization.

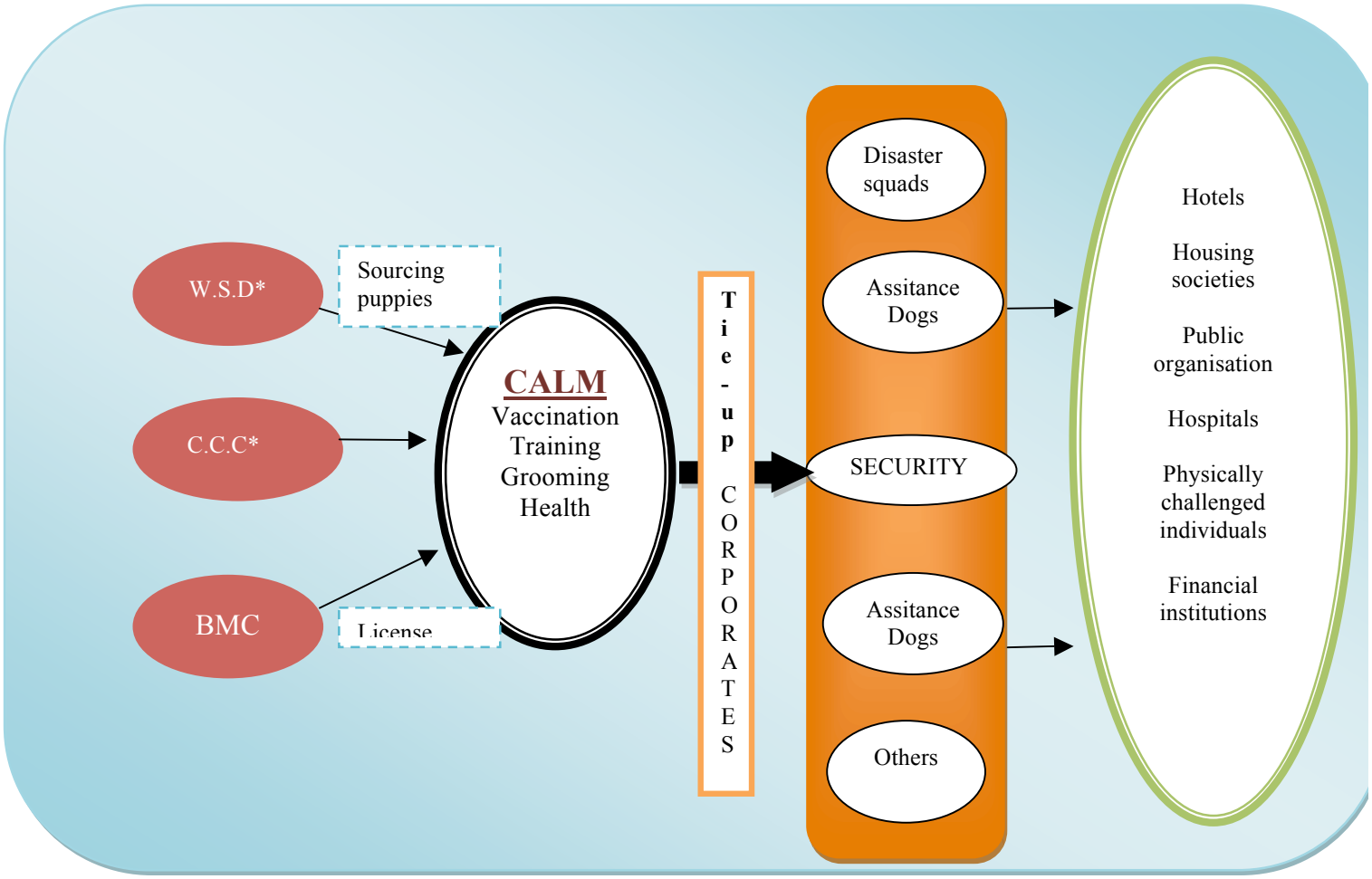
Goregoan Dahisar - NGO Ahimsa, which has been sterilizing dogs from Goregoan to Dahisar, have been sterilizing dogs for the past four years. They claim to be not more than 34,000 strays in this stretch.

Colaba Worli - Welfare of Stray Dogs (WSD), also believes the BMC's figure is highly inflated. WSD work between Colaba and Worli. Though not an exact figure, there are not more than 7,000 strays in the area according to them. There could be a 20 per cent error rate in our figures but the figures given by civic authorities are not true," said Abodh (CEO WSD).

Thane Dadar Stretch - In Defense of Animals (IDA) working from Thane to Dadar, says there are only about 9000 - 10000 stray dogs in the area.



PROPOSED BUSINESS MODEL



*W.S.D : Welfare of Stray Dogs, C.C.C : Canine Care Centre

PROPOSED PLAN OF ACTION FOR THE FIRST 3-5 YEARS

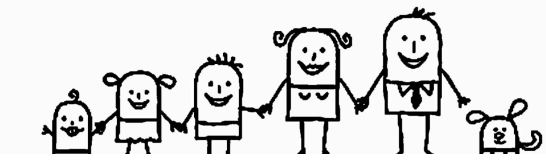
Strategic partnership:

Sourcing of stray dog puppies:

The puppies will be sourced through NGO's like W.S.D which are willing to provide required infrastructure to transfer the dogs from the streets of Mumbai to CALM training facility. In the future

Dog handling and training:

Canines Can Care India's first and the only organisation dedicated to pioneering a variety of canine related activities in India found by the husband and wife team , Shirin and Junaid Merchant will partner with CALM to provide in depth knowledge about dog behaviour, handling and training.



Mrs Shirin Merchant is the only dog psychologist in India and is an associate of world-renowned animal behaviourist and trainer John Rogerson. She offers to provide here expert guidance in understanding dog behaviour and identifying the right dog for the right job.

Mr. Junaid Merchant is an experienced obedience and agility trainer and competitor with years of experience in the canine field. He will help in formulating training programs for stray dogs at CALM. Moreover train the trainer programs will also be conducted by him to develop good quality trainers for CALM.

Medical Assistance:

CALM intends to partner with practicing vetenary doctors in order to provide proper medical care to its canines

TARGET AUDIENCE

As CALM has a wide range of offering from security dogs, assist dogs, therapy dogs, rescue dogs, bomb detection dog squads etc following is the target audience:

- Any individual, housing society, banks, corporate organisation, Government organization etc seeking a better security system.
- Individuals with physical disability.
- People undergoing severe stress, depression and loneliness.
- Bomb squads, customs department, narcotics department, Conciliates, hotels, security agencies etc.

FOLLOW THE LINK TO SEE HOW THE CONCET WOULD WORK:

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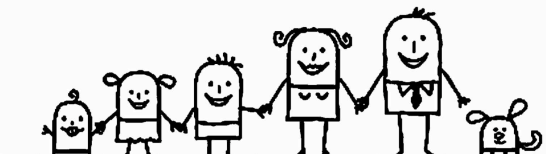

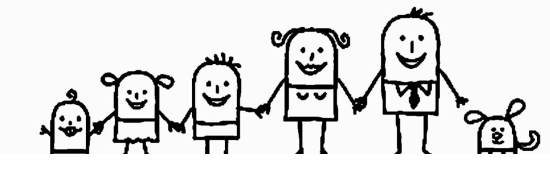

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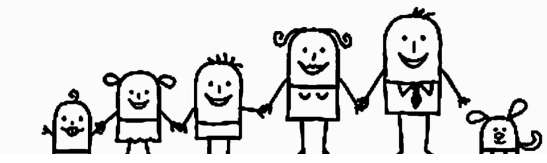
- Articles from Mumbai Mirror, Times of India, DNA, etc
- www.google.com
- In Defense of Animals - www.idausa.org
- Bombay Society for Prevention of Cruelty to Animals (BSPCA) - www.bombayspca.org/
- Woodstock Dog Training School - www.woodstockdogs.com
- Welfare of Stray Dogs- www.wsdindia.org
- http://www.karmayog.com/dogs/straydogs.htm
- http://www.allprok9training.com/
- Interviews of dog trainers, VETs, BMC people, NGOs
- Primary Research (Questionnaire, interview, chat, etc)