

PET n VET

Vol.5 Issue 3 DEC-JAN | 2023 | KARNAL

Title Code
HARENG01022

Dispatch Date
15 December, 2023

**Canine Distemper
in Dogs**

**MY PET
IS MY VALENTINE**

Glance into
Canine Behaviour

Understanding Reverse
Sneezing in Dogs



petroyale®

PREMIUM PET ESSENTIALS

**wholesome,
nutritious &
tasty.**

ADDING LIFE TO THEIR YEARS
AND YEARS TO THEIR LIFE



www.petroyale.in

Reward your pup
with treats divine,
happiness and tail
wags will surely
shine!



Supports skin health
and promotes overall
fitness in adult dogs.

Supports digestion
and immunity in
puppies.



Himalaya Wellness Company

Makali, Bengaluru 562 162, India

www.himalayawellness.com

E-mail: write.to.us@himalayawellness.com

CONTRIBUTORS

- Dr. Akash Wadal
- Dr. Akarsh Sharma
- Goel Vet Pharma
- RSK Pharmacy Limited
- Dr. Shivika Gupta
- Dr. Chethan K H
- Dr. Yamini Verma
- Dr. Amitha Dubey
- Dr. Manish Jatav
- Ms. Yamini Jaipuria
- Dr. Amarnath Muthukrishnan
- Dr. Madhu Swamy

About PET'n'VET

OUR TEAM

- Editor** : Sudhir Aheriya
Designer : Kartik Arora
Sales Manager : Vivek Soni

Editorial & Publisher Address

1325-P, Second Floor, Sector-32, Karnal-132001, Haryana, INDIA

Ph. : +91-70150-26527 | +91-98965-23333

E-mail: petnvetmags@gmail.com
infohousepublication@gmail.com



Information to Knowledge to Wisdom



www.petnvet.in

A Product by **Info House Publications**,
Bi-monthly Magazine Single Copy cost Rs. 100/-
Annual Subscription Rs. 600/-
For Subscription email at petnvetmags@gmail.com
or contact Vivek Soni +91-82950-11122

For Advertisement Related Queries Contact at
+91-70150-26527 | +91-98965-23333

Our Media Partner



Publisher of
"Poultry Technology" and "Livestock Technology" Magazine
Publisher/Editor : Dinesh Kumar Arora

The views expressed in this issue are of the contributors and not necessarily those of the magazine. Though every care has been taken to ensure the accuracy and authenticity of information. PET'n'VET is however not responsible for damages caused by misinterpretation of the information expressed or implied.

Printed by **Earth Printers** and Published by **Info House Publication** on behalf of **Info House Publication** and Printed at 212, New Char Chaman, Karnal and Published at 1325-P, 2nd Floor, Sector-32, Karnal.
Editor : **Sudhir**

Editor's Note



Dear readers,

As we approach the end of this remarkable year, the December edition of PET'n'VET magazine, embraces the spirit of joy, warmth, and reflection. We extend our heartfelt wishes to all our cherished readers for a Merry Christmas and a prosperous New Year ahead!

In this edition, we bring you an array of insightful articles tailored to enhance your understanding and care for our beloved furry friends. Delve into the pages featuring articles such as "My Pet is My Valentine," "Is Your Dog in Pain?" and "Canine Behaviour: Interpreting Canine Language." These articles are crafted to deepen the bond between you and your pets while aiding in deciphering their needs and behaviors.

Additionally, explore enriching content such as a compelling case study on "Peripheral Nerve Sheath Tumors in Dogs" and a comprehensive coverage of the recent "Pet Fair SEA" event. Uncover the intriguing mystery of "Decoding Reverse Sneezing in Dogs" and gain valuable insights from the recent "Dog Show-2023" organized by Guru Angad Dev Veterinary and Animal Sciences University in Ludhiana.

Furthermore, our edition sheds light on essential topics including "Canine Distemper in Dogs" and "Unlocking the Mysteries of India's Dog Industry: What You Need to Know." These articles aim to educate and empower our readers to provide the best care for their beloved pets.

As we bid farewell to this year and embrace the promise of a new beginning, let us cherish the companionship and unconditional love our pets bring into our lives. May this festive season be filled with warmth, happiness, and unforgettable moments shared with your furry companions.

Wishing you and your beloved pets a Merry Christmas and a Happy New Year filled with love, laughter, and unforgettable moments.

Sincerely,

Sudhir Aheriya

petnvetmags@gmail.com www.petnvet.in

[facebook/petnvet](https://www.facebook.com/petnvet)

TABLE OF CONTENTS

My pet is my

Valentine

06

A Glance into

Canine Behaviour:

Interpreting Canine Language

10

Is your Dog in Pain?

14

PET FAIR SE ASIA

2023 SHOW REPORT

16

DECODING THE MYSTERY:

Understanding Reverse Sneezing in Dogs

18

Guru Angad Dev Veterinary and Animal
Sciences University, Ludhiana organized

"Dog Show-2023

at its Ludhiana Campus

20

ROYAL CANIN® partners
with GekkoVet

22

CANINE

DISTEMPER IN DOGS

24



My pet is my

Valentine



February 14th is more than just a date on the calendar – it's Valentine's Day! It is a day dedicated to expressing love and affection to those near and dear to our hearts. In a world that sometimes seems fast-paced and hectic, Valentine's Day serves as a gentle reminder to pause and appreciate the love that surrounds us. It's an opportunity to celebrate the bonds that enrich our lives, whether they be romantic, platonic, or the unique connection we share with others. As we embark on the journey of another Valentine's Day, let's embrace the spirit of love, gratitude, and connection that this special day brings. After all, love knows no bounds, and Valentine's Day is a beautiful reminder to cherish and celebrate the love that makes our hearts beat a little faster. Our hearts are set on celebrating more than just romance – we're extending the warmth to our cherished pets. In a world where our furry, feathered, or scaled companions are family, Valentine's Day becomes a joyful occasion to honor the unique bonds they bring into our lives, it's a tail-wagging, purr-fect celebration of the unconditional love and companionship that define our relationships with our pets filled with joy and unwavering loyalty.



The Unique Friendship We Share with Our Pets

Imagine your furry friend eagerly waiting for your return – their tail wagging and eyes filled with trust. It's a unique bond where they stand by us, no matter what.

Pets are like dependable pals. They don't need fancy words to show they've got our backs. A happy tail wag or a comforting purr says it all. In a world that can be a bit chaotic, our pets stick with us through thick and thin.

It's not just about loyalty; it's also having a friend who understands us. Whether it's a playful pup or a relaxed cat, they seem to know what's happening in our lives. They're there to lift our spirits when we're feeling down and to share in our joys.

So, in the loyalty and companionship of our pets, we have more than just animals. We have genuine pals who make our lives better with their silent yet strong friendship. They're like the unsung heroes in our daily stories, bringing brightness to each day.

Emotional and mental health benefits of having a pet

The emotional and mental health benefits of having a pet are like hidden treasures, enriching our lives in ways that go beyond the visible surface.

Imagine a tough day at work or school. You walk through the door, and there's your pet, beaming with excitement, ready to shower you with unconditional love. Their enthusiasm becomes an instant mood lifter, melting away the stress and bringing a sense of joy to even the gloomiest of days. This isn't just a feel-good moment; it's a genuine boost to your emotional well-being.

Pets are also masters of the art of living in the present moment. Whether it's a cat leisurely basking in the sun or a dog chasing its tail with unbridled enthusiasm, they remind us to appreciate the here and now. In a world often dominated by future worries and past regrets, our pets teach us the value of mindfulness, grounding us in the present and encouraging a more positive outlook on life.

Moreover, the companionship of a pet provides a consistent and non-judgmental source of support. They don't care about the day's challenges or what mistakes you made – they're just thrilled to be with you. This unwavering acceptance can create a sense of comfort and security, acting as a buffer against the ups and downs of life.

Scientifically, the bond with pets has been linked to reduced stress levels and lower blood pressure. The act of petting a cat or dog releases feel-good hormones, such as oxytocin and



My Pet My Valentine



SHOP NOW



Call Us On +91 8191006007
www.goelvetpharma.com
Email: info@goelvetpharma.com

serotonin, contributing to a sense of calm and happiness. Numerous studies have pointed to the stress-alleviating effects of pet ownership. Interacting with pets, whether through simple petting or engaging in play, has been linked to a reduction in stress hormones such as cortisol. The rhythmic and soothing actions involved in petting a cat or dog trigger the release of oxytocin, often referred to as the “love hormone,” fostering a sense of calm and emotional well-being.

Beyond the immediate reduction in stress, the cardiovascular benefits of pet ownership have also emerged as a significant area of exploration. Research indicates that having a pet, particularly a dog, is associated with lower blood pressure and reduced risk of heart disease. The routine of walking and exercising a dog not only contributes to physical activity but also encourages a healthier cardiovascular system.

Valentine's Day isn't just for the human lovebirds – it's a golden opportunity to shower our furry companions with extra affection. Here's a bouquet of pet-friendly activities that will not only make their tails wag but also create lasting memories for both you and your beloved pet:

Celebrating Valentine's Day with Pets

- ❁ **Make a Special Meal:** Treat your pet to a special Valentine's Day meal. Whether it's a heart-shaped treat or a pet-friendly homemade dish, sharing a meal together adds a festive touch to the day. Just be sure to choose ingredients that are safe for your pet's diet.
- ❁ **Love-Laden Walks:** Take your dog for an extended walk in a favorite park or a new scenic route. Dogs cherish the sights, sounds, and smells of the outdoors, and a leisurely stroll is a wonderful way to bond while enjoying the fresh air.
- ❁ **Movie Night:** Create a cozy space with blankets and pillows and have a pet-friendly movie night. Select films with soothing sounds or nature scenes that your pet might find intriguing. Don't forget to include their favorite treats for a delightful snacking experience.
- ❁ **Pet-Friendly Baking Extravaganza:** Bake homemade pet treats or a pet-friendly cake for your furry friend. There are many easy recipes available using pet-safe ingredients. Decorate their treats with pet-friendly icing for an extra touch of love.
- ❁ **Paw-Print Keepsakes:** Capture the essence of the day by creating paw-print keepsakes. Use pet-safe paints to make paw prints on paper or create a clay imprint. It's a charming way to commemorate your pet's presence on this special day.
- ❁ **Cuddles and Brushing Session:** Set aside quality time for pampering. Whether it's a relaxing brushing session for your dog or gentle strokes for your cat, this spa-like experience is a fantastic way to show your pet love and care.

Potential hazards associated with common Valentine's Day items

Navigating the festivities of Valentine's Day with our pets in mind is crucial, as some common items associated with the celebration can pose potential hazards to their well-being. Being aware of these risks allows pet owners to enjoy the while keeping their furry friends safe.

- ❁ **Chocolate Toxicity:** While chocolate is a symbol of love and sweetness for us, it can be toxic to pets, especially dogs. The theobromine and caffeine content in chocolate can lead to symptoms ranging from mild gastrointestinal upset to more severe issues like increased heart rate or even seizures. It's essential to keep all chocolate products out of reach of

curious paws. Swap out the typical heart-shaped chocolates for a batch of homemade pet treats. There are countless easy-to-follow recipes using pet-friendly ingredients like peanut butter, pumpkin, or sweet potatoes.

- ❁ **Floral Dangers:** Beautiful bouquets often accompany Valentine's Day, but certain flowers and plants can be harmful to pets if ingested. Lilies, for instance, are highly toxic to cats and can lead to kidney failure. Even roses, while less toxic, can cause mild gastrointestinal upset. Opt for pet-friendly floral arrangements or place flowers where pets can't access them.
- ❁ **Candles and Flames:** Romantic candlelit dinners are a hallmark of Valentine's Day, but an unattended flame can pose a fire hazard if curious pets get too close. Consider using flameless LED candles to create a similar ambiance without the risk of burns or accidental fires.
- ❁ **Stringent Ribbons and Wrappings:** The allure of shiny ribbons, bows, and wrappings can captivate pets, but if ingested, these decorative items can lead to intestinal blockages. Cats, in particular, may find ribbon-like materials enticing, so it's essential to keep gift wrappings out of reach or opt for pet-safe alternatives.
- ❁ **Xylitol in Sweets:** Many Valentine's Day sweets, including sugar-free gum and candies, contain xylitol, a sugar substitute that can be extremely toxic to pets, causing insulin release and subsequent hypoglycemia. Always double-check ingredient lists and keep all sweets, especially those containing xylitol, away from pets.
- ❁ **Alcohol:** Toasting with alcoholic beverages is common on Valentine's Day, but alcohol can have severe adverse effects on pets. Even small amounts can lead to intoxication, vomiting, and, in severe cases, respiratory failure. Ensure that drinks are kept out of reach and never leave them unattended.
- ❁ **Small Decorative Items:** Small decorative items like beads, trinkets, or even small jewellery pieces used in Valentine's Day decorations or gifts can pose a choking hazard or, if swallowed, lead to gastrointestinal issues. Keep these items in secure places where pets cannot access them.

Potential hazards associated with common Valentine's Day items

To wrap things up, celebrating Valentine's Day with our pets is not just about treats and toys; it's a recognition of the extraordinary connection we share. Our pets are more than animals; they are family members who bring joy and love into our lives.

As we get ready for Valentine's Day, let's remember to appreciate the simple moments with our furry, feathered, or scaly friends. It could be a playful game, a cozy cuddle, or just sharing their favorite snack. These small gestures mean the world to them and create lasting memories for us.

So, I encourage you to take a moment on Valentine's Day to celebrate the unique love and companionship you have with your pets. Beyond the flowers and chocolates, it's about recognizing the silent but powerful impact they have on our happiness and well-being.

In closing, the love our pets give us is enduring and unconditional. Whether it's a wagging tail, a purr, or a comforting presence, they enrich our lives in ways that words can't capture. So, here's to celebrating the love that knows no bounds – the love between us and our wonderful pets. Happy Valentine's Day! ...



Under the aegis of



मत्स्यपालन, पशुपालन और डेयरी मंत्रालय
MINISTRY OF FISHERIES,
ANIMAL HUSBANDRY AND DAIRYING

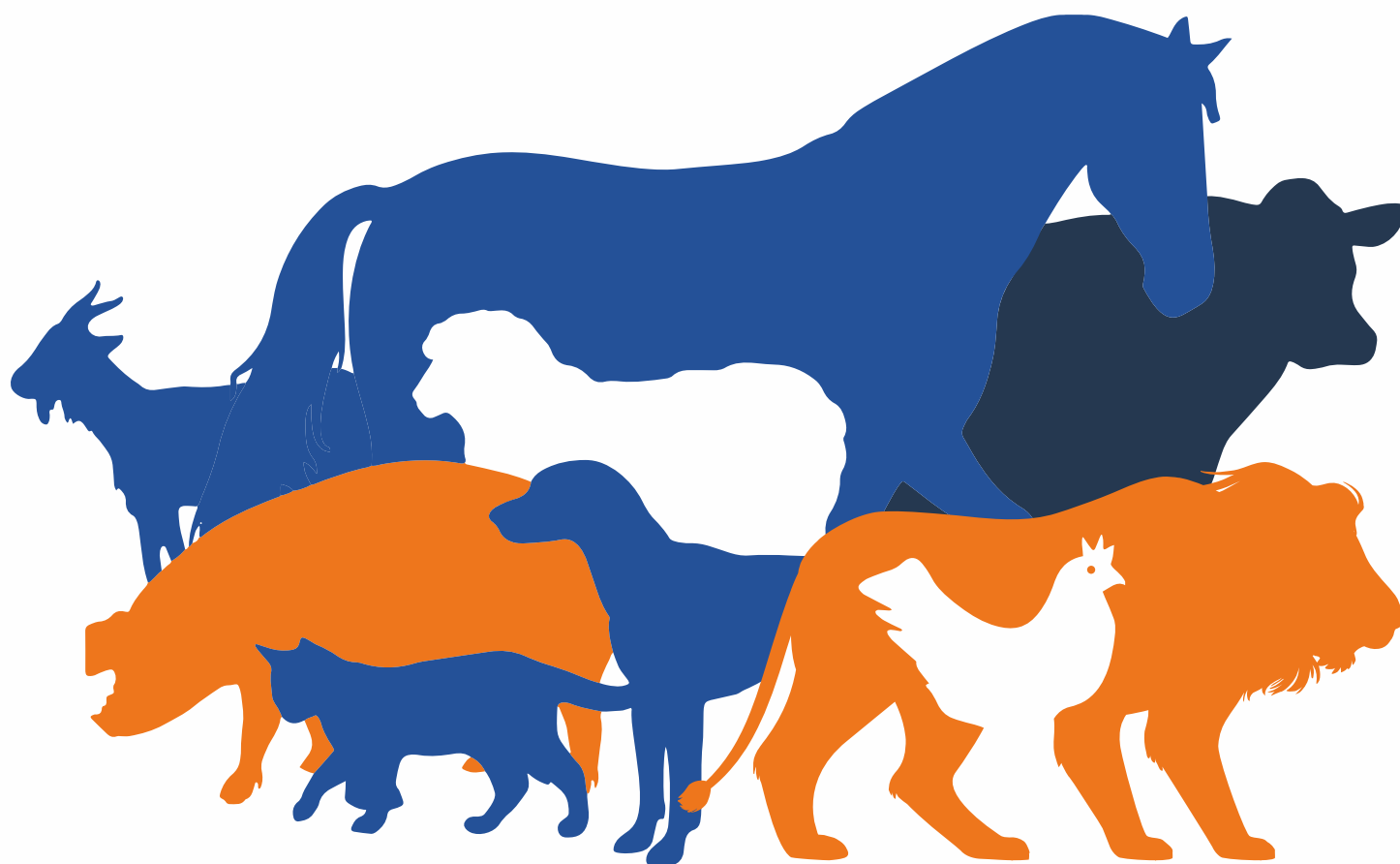
Organised by



SDLC
Sustainable Development
Leaders Council

18-20 April 2024 | India International Convention & Expo Center, Dwarka

India's Premier Event For Veterinarians **Animal Health** Professionals & The Business of **Vet Care**.



Concurrent Events

The VetPet Health Summit

120+ Exhibitors | **650+** Delegates | **50+** Speakers | **5000+** Visitors

For More Details, Contact US:

Exhibition Participation & Sponsorship

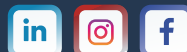
Ajay Tiwari | Email:- ajay@sdlcglobal.com

Mob:- +91 92055 66504

For more details, visit us at:-

www.vetcareexpo.com

Follow us on:-



A Glance into

Canine Behaviour: Interpreting Canine Language

Akash Wadal¹ & Akarsh Sharma²

¹MVSc Scholar, Department of Animal Nutrition,

²MVSc Scholar, Department of Veterinary Surgery and Radiology

Collage of Veterinary Science and Animal Husbandry,

Acharya Narendra Deva University of Science and Technology, Kumarganj, Ayodhya 224229



Can dogs communicate through verbal language? Indeed, dogs possess numerous means to convey their sentiments, emotions, desires, and intentions, hence the response should be affirmative. Dogs, like humans, engage in both verbal and nonverbal forms of communication to interact with each other and their human owners. It is crucial to comprehend the communication of your pets to raise them effectively and ensure that they receive their entitlements, companionship, and well-being. Simultaneously, certain dogs may experience multiple behavioral abnormalities throughout their lifespan, which can frequently become a threat. This article aims to investigate the communication methods of dogs, focusing particularly on the interpretation of their tail wagging and ear locations. Dogs lack the ability to verbally communicate, yet they possess the capacity to successfully

convey messages through nonverbal means. Here are some significant elements of their nonverbal communication.

Ears not only perceive sound, but also convey a multitude of stories:

- 🐾 When a dog's ears are completely upright and facing forward, it indicates the dog's state of being alert and attentive. These dogs are actively involved in their environment, prepared to react to stimuli and potential dangers.
- 🐾 When a dog is alert and places its ears forward, it indicates that it is self-assured, attentive, and optimistic. It indicates that the dog is prepared for engagement, either with other canines or humans.

ENJOY EFFORTLESS FRESHNESS,
ANYTIME & ANYWHERE

HESTER
Petcare



Natural & Safe



No water required



Non sticky &
foam based



Bulgarian lavender
essential oil

PawFresh®

Dry bath shampoo for waterless cleansing of coat/skin



Hester Biosciences Limited
Pushpak, 1st Floor
Panchvati Circle
Motilal Hirabhai Road
Ahmedabad 380006
Gujarat, India

Visit Us On:



Follow Us On:





- 🐾 When a dog keeps one ear up and the other down, it signifies their curiosity and perceptiveness. They are actively seeking information from their surroundings, displaying an inquisitive nature and readiness to explore.
- 🐾 When a dog's ears are tightly drawn back against their skull, it is a certain sign of fear, anxiety, and submissiveness. These dogs have a strong inclination to reduce their visibility and prevent conflicts. It is important to establish a secure and comforting atmosphere for them.
- 🐾 In severe instances, dogs may tightly press their ears against their skull, which is indicative of strong anxiety or hostility. This is a distinct warning sign. When encountering such dogs, exercise caution and attempt to give them both physical distance and emotional support.
- 🐾 When a dog's ears are facing forward, it is a clear indication of their confidence, attentiveness, and positive attitude.
- 🐾 On the other hand, when a dog's ears are pulled back, it suggests defensiveness or defensive aggression. These dogs exhibit caution and unease - establish a nurturing setting to promote their sense of safety.

Therefore, in addition to correctly identifying their needs and goals, a complete grasp of a dog's ear position and movement aids in our ability to comprehend the dog's mental state and strengthen our ties with them.

Examine the dog's expressions by looking into his eyes; this will give your insight into how he is feeling.

The saying "the eyes are the window to the soul" is applicable to canines as well. Dogs can convey their innermost thoughts and feelings via their expressions on the face and eyes. Some of the meanings conveyed by a dog's expressions and eyes are as follows.

- 🐾 Making and maintaining eye contact is a key component of human communication. The same holds true for dogs: making and keeping eye contact is a certain way to win their trust and affection. Meeting and maintaining eye contact is all that is required of us.
- 🐾 If the dog's eyes are gentle and relaxed, it means they are happy and affectionate, but if they are angry and daring, it means they are ready to fight. Pay close attention and take appropriate action
- 🐾 Soft and relaxed eyes of a dog are an indication of trust, happiness, and comfort. The dog is content, its health is

guaranteed, and we can provide a loving home for it.

- 🐾 To communicate their need for calm, some dogs squint and blink. The canines' non-threatening intentions and attempts to alleviate stress are conveyed by these movements. Always keep the pet's best interests in mind and do your best to make them feel safe and reassured.
- 🐾 By blinking on purpose, dogs show their "soft eyes" or "eye kisses"—a sign of trust, calm, and lack of aggression. To foster a close relationship with your pet and establish a peaceful, inviting environment, it is important to return the favors.
- 🐾 Dilated pupils in your dog's eyes might indicate a variety of emotions, including fear, enthusiasm, and stress. Look for other cues in the dog's body language to help you understand what is going on and how to best assist these canines.
- 🐾 As a sign of anxiety, fear, or discomfort, dogs may make the half-moon or whale-eye eye shape. In this state, the white of the eye is easily seen. In this case, you may safely presume that the dog is anxious and respond accordingly to help him relax and feel more at ease.
- 🐾 When a dog stares intently at an object or person, it is an indication that he is ready to confront any danger that may come his way. It can also mean he wants to play. Consider additional cues from body language and respond appropriately.

Therefore, by comprehending canine eye contact and facial expressions, one can discern the intentions and feelings of canines. An in-depth analysis of the same can enhance the emotional welfare of your dogs.

Rather than being inanimate, the tails convey a great deal of emotion:

Dogs' tail wagging and positioning are highly indicative of their intentions, feelings, and sentiments. It is true that when dogs are delighted, exuberant, and cheerful, they wag their tails. The dog's level of excitement and pleasure is directly proportional to the height, velocity, and intensity of the wag. Conversely, canines can employ their tails as an adaptable mode of communication, capable of transmitting an extensive spectrum of sentiments to both their canine companions and to humans.

- 🐾 A dog holding its tail high and upright indicates confidence, assertiveness, and dominance. Engage with these dogs in a manner that demonstrates both reverence and prudence.



- ❖ When dogs keep their tails low and tucked, it indicates fear, nervousness, and submissiveness. These canines are highly susceptible and want to avoid engaging in fights. If the dogs carry their tails in a neutral position, neither too high nor too low, it suggests that they are peaceful and relaxed.
- ❖ During social encounters, a dog's tail wagging can provide insight into its behavior. A calm and loose wag suggests that the dog is friendly and playful.
- ❖ On the other hand, a rigid and quick wag may indicate that the dog is nervous and potentially violent. Handle the dogs in a manner that is appropriate and fitting.
- ❖ The dog's slow, lateral tail wagging may indicate inquiry, but a fast, broad wag accompanied by a relaxed body position suggests enthusiasm and expectation.
- ❖ Nevertheless, it is crucial for the pet owner to have knowledge of the typical tail carriage and location specific to each breed of dogs to accurately read the messages conveyed by the tail.

So, one of the efficient ways dogs communicate is by situating themselves and wagging their tails. We can form a stronger, more compassionate bond with our dogs if we learn to read their tail language.

Barking is just as beneficial as speaking, so pay attention to its language.

Dogs emit diverse vocalizations to communicate their emotions, transmit information, and notify other canines or their caretakers under specific circumstances. Now, let us explore the various forms of barks and vocalisations that dogs employ for communication.

- ❖ Short, sharp barks from your dog indicate that he is trying to alert you to danger or anything strange. Its alertness is a cue for you to respond appropriately.
- ❖ When your dog is aroused, his barks may seem lively and full of energy. When a dog makes these noises, he is usually trying to get other people to join in on the fun by waving his tail.
- ❖ To defend their territory and the people and things in it, dogs often resort to deep and forceful barking. Different from defensive barks, invasive barks are emitted whenever the dog perceives the presence of an outsider.
- ❖ Take note of the scenario after you've recognised such barks. When dogs howl, it could be a reaction to something specific, an indication of their anxiety or loneliness, or both.
- ❖ Whining and whining are low-volume, high-pitched sounds that dogs make when they are unhappy or trying to get someone's attention. Pawing and nudging are common words to describe these sounds. Give them the reassurance and solace they need.

So, dogs have always had a wide range of vocalisations at their disposal, from the most basic tail wags to complex words. Their masters should try to understand canine behaviour and communicate with them appropriately.

The role of the paws in the language of dog

A lot of kids are very interested when their dogs shake hands with them. The way a dog's paws move sends a lot of different

messages. It shows how they feel and what they need.

- ❖ The dog typically raises a paw to show that it is interested and attentive. The gesture is typically accompanied by a forward stance and cocked head.
- ❖ Dogs frequently paw as a way to get attention and start conversations. It's critical to identify the pawing behaviour in order to comprehend his possible wants.
- ❖ Your dog is communicating its need for physical affection when it rests its paw on you or gives you a gentle prod. This shows that the dog trusts you and looks to you for comfort.
- ❖ When a dog is nervous, he may paw at doors, objects, or your body as a sign that he needs your assistance. Give him the assistance he needs and comfort him.
- ❖ Dogs can paw at or push their food and drink bowls with their paws to interact with them. It can be a sign of their dietary choices or of their demand for fresh water. Their nutrition should be adjusted by taking note of these paw motions.
- ❖ It is rather enjoyable to interact with dogs when you can teach them to shake hands or give high fives. When you support them after such actions, they actively interact with you and react to your cues.

Positions and postures of the body also play a part in how dogs talk.

Dogs have an amazing ability to speak through their positions, postures, and gestures.

- ❖ By voluntarily rolling onto its back and showing its belly, the dog shows its submission and trust. Make sure they feel safe and comfortable by acknowledging and respecting their submissive gesture.
- ❖ The "Play Bow" position is common in dogs; in this position, the dog bends forward, legs spread wide, and rear legs lifted. Their amiability and eagerness to play are evident in this. This is the perfect setting for some lighthearted, fun sessions with your dog.
- ❖ A dog that stands tall and proud with its head held high, shoulders back, and tail wagging displays an air of self-confidence and aggression.
- ❖ When a dog's hackles, or the hairs down its back, stand up, it can mean one of three things: fear, excitement, or hostility. Use other cues to decipher the posture. A dog's dread is evident when it assumes a freeze position, in which it stands still while clenching its jaws and muscles. This protective stance can be the first step in a fight-or-flight reaction.
- ❖ A dog's demeanor conveys its level of happiness and contentment when it moves with a fluid, relaxed gait. Their bodies wiggle and their faces show signs of relaxation as they wag their tails.
- ❖ When a dog snores and sleeps when you are around, it means it trusts you a lot. It shows how at ease the dog is in its environment and how much faith it has in its carers. Just provide it a safe place to sleep and honour its desire for sleep.

So, from moving their tails to making different sounds, dogs have been very good at communicating. It is up to their owners to learn how to talk to and associate with dogs properly...



Is your Dog in Pain?

Unlike humans, dogs tend to conceal their pain instinctively, making it challenging for pet owners to discern if their furry companions are experiencing discomfort or illness. However, there are several indicators that can help identify when a dog is in pain. Recognizing these signs is crucial to understanding your pet's condition and seeking appropriate veterinary care to alleviate their discomfort.

Dogs, much like humans, exhibit individual responses to pain, which may include:

1. Drooling
2. Shaking and trembling
3. Tense muscles and twitching
4. Rapid heart rate and breathing
5. Whimpering or groaning
6. Aggression
7. Excessive licking
8. Restlessness
9. Difficulty walking or standing up
10. Abnormal gait (manner of walking)
11. Difficulty lying down

Once you recognize that your dog is in pain, it's essential to determine the underlying cause and seek veterinary assistance promptly.

Caring for a dog in pain involves various strategies to offer comfort and relief:

1. **Identify the source of Pain:** Understanding the reason behind your dog's discomfort is vital, whether it's due to aging or a chronic illness.
2. **Ensure Comfort:** Create a comfortable environment for your dog by providing a cozy and safe space.

3. **Massage:** Gently massaging your dog can help alleviate their discomfort and relax their muscles.
4. **Exercise:** Moderate exercise can assist in easing pain and maintaining mobility.
5. **Engage with Toys:** Offering interactive toys can distract and entertain your pet while they're in pain.
6. **Balanced Diet:** Providing a nutritious diet tailored to your dog's needs can aid in overall health and alleviate some pain symptoms.
7. **Pain Medication:** Consult a veterinarian to explore suitable pain relief options, including medications.
8. **Spend Quality Time:** Offering companionship and attention can provide emotional support to your pet during painful periods.

If you suspect your senior dog may be suffering from arthritis, identifying the signs is crucial:

- Difficulty or hesitation to stand from a lying position
- Trouble ascending stairs or jumping onto furniture
- Narrow stance in the rear limbs
- Muscle wastage in the rear limbs

At RSK Pharmacy, we prioritize the well-being of your pets. Our research team has formulated a spray and tablet comprising natural herbs to relieve your pet's pain and strengthen their bones, aiding them in combating the effects of aging. Ensure your beloved companion gets the care and relief they deserve.

*Choose Our Natural Herbal Formula To Help
Your Furry Friend Find Relief From Joint Pain*

Because your Dog's Health Matters

Enriched with
Calcium, vitamins
& magnesium

Help relieve
pain by decreasing
Inflammation



Rid Off From Joint Pain



... Elevate your dog's health ...



RSK PHARMACY

GMP Certified Products ISO Certified Company
192, HSIIDC, Food Park, Saha-133104

+ 91 9896998895

rsk.pharmacy@gmail.com

rskpharmacy.com



petfair[®]
SE ASIA
25 - 27 OCTOBER 2023

2023 SHOW REPORT:

THE GLOBAL PET INDUSTRY HAS GATHERED IN BANGKOK FOR THE SECOND TIME

The second edition of Pet Fair South East Asia is in the books. Having taken place from October 25-27 at the Bangkok International Trade & Exhibition Centre (BITEC), Pet Fair South East Asia 2023 connected 281 exhibiting companies from 43 countries with 9,646 trade visitors from 74 countries.

About Pet Fair South East Asia:

Organized in Thailand's vibrant capital Bangkok, Pet Fair South East Asia provides the international pet industry with a fully business-to-business Partnership Hub for Distribution, Retail, and Sourcing. The show, which celebrated its second edition in 2023, is jointly organized by VNU Asia Pacific based in Bangkok, Thailand, and VNU Asia, based in Shanghai, China.

9,646

TRADE VISITORS FROM 74 COUNTRIES

The second edition of Pet Fair South East Asia welcomed a total of 9,646 trade visitors from 74 countries on the show floor, having a 65% local to 35% international ratio. The largest international visitor group came from Malaysia (4.30%), followed by China (3.30%), India (2.40%), Philippines (2.30%), Vietnam (2.10%), and Korea (1.80%). The largest visitor group by business type were Importers (17.50%), Distributors (16.40%), Brand Owners (15.20%), Retailers (10.10%), and other pet food manufacturers (9.90%).

"With an 55% increase compared to the previous year, we are very pleased with the 2023 visitor turn out," states Johannes C. Kraus from VNU Asia Pacific. "What started as a small, and rather imperfect, first virtual event 3 years ago, has grown into an industry experience platform that is attracting people from 74 countries in the world. We are incredibly grateful for the support that we receive from the pet industry, a great global growth industry that values personal relationships and is sensationally friendly."

David Zhong, Chairman of Pet Fair Asia, Chairman of the Executive Committee & Vice Chairman of Asia Pet Alliance (apa) states: *"We are very happy to enrich our Pet Fair brand portfolio and serve the industry with this new B2B platform in the heart of the Southeast Asia market. The show doubled in size from the launch edition in 2022 and saw an impressive visitation from both local and international buyers. Complementing our Pet Fair Asia main event, held in Shanghai annually, it allows participants to deeply tap into new opportunities that the SEA markets can offer to their business."*

EXHIBITING COMPANIES FROM 40 COUNTRIES

The 2023 show floor featured 281 exhibiting companies from 43 countries. The largest exhibitor group consisted of Thai companies (31%), followed by China (15%), Korea (12%), USA & India (5% each), Japan (4%), Canada (3%) and Belgium (3%). The largest exhibitor group by product type was pet food (29%), pet treats / snacks (21%), pet healthcare (12%), pet hygiene (10%), pet accessory (9%), and pet grooming (7%). The organizers are particularly happy to have a significant increase compared to last year in exhibiting companies from the upstream pet food value chain, such as ingredient, machinery, and packaging companies, and are looking forward to strengthen these segments in future editions of the show.





NETWORKING EVENTS

Pet Fair South East Asia 2023 featured two different networking events. The start was made with 'Pet Food Rock N Roll' on the evening of Day 1, October 25, where exhibitors and trade visitors rocked to the live music of 'Neng The Voice' hours after the show. The evening of Day 2, October 26, featured the exclusive exhibitor networking night 'One Night in Bangkok' at Cielo Sky Bar with an eye-catching live DJ, a spectacular city view of the Bangkok night sky, and many happy faces.

CONFERENCE PROGRAM

Pet Fair South East Asia 2023 featured a wide variety of conference sessions on two public in-hall stages and different private seminar rooms. The organizers were in particularly happy to welcome back Petfood Forum, the world's leading pet food conference platform, to Asia, which provided access to innovative research, state-of-the-art processing techniques, and key industry trends on Day 1. The organizers would furthermore like to thank all speakers on the public stages who have contributed to an overall diverse, colorful, and educational conference program over three days.



PET FAIR SOUTH EAST ASIA

The show will return for its third edition from October 30 – November 01 in 2024 with an extended hall capacity. 2023 exhibitors can book a booth presence for Pet Fair South East Asia 2024 at discounted re-booking rate throughout November. New companies can secure booths at early-bird-rate until February 2024. The show's project team is already looking forward to welcome back the global pet industry to Bangkok in 2024 and to further improve and innovate the show, both on number and experience level.

www.petfair-sea.com

2024

THE IN...
INDUSTRY HUB IN SOUTH EAST ASIA



Author: Dr. Shivika Gupta
MVSc Scholar from Department of
Veterinary Medicine
Lala Lajpat Rai University of Veterinary &
Animal science, Hisar, Haryana-125004

DECODING THE MYSTERY: Understanding Reverse Sneezing in Dogs

Unravelling the Quirky Behaviour That Leaves Dog Owners Puzzled

Ever witnessed your furry friend making strange, snorting sounds that seem almost like backward sneezing, leaving you both concerned and puzzled. What could be the cause of this odd behaviour?? Welcome to the world of reverse sneezing in dogs—a common but often misunderstood phenomenon that can be alarming for pet owners. Here's what you need to know about reverse dog sneezing and what you can do to help stop it. Our beloved canine companion suddenly starts making strange, snorting-like sounds,

The Basics of Reverse Sneezing in Dogs:

Reverse sneezing in dogs, also known as 'paroxysmal respiration', is when a dog quickly sucks air into their nose, rather than the opposite with regular sneezing. During a reverse sneeze, the dog will make rapid and long inspirations, stand still, and extend his head and neck. Although it can be alarming to witness a dog having a reverse sneezing episode, it is not a harmful condition, and there are no ill effects. The dog is completely normal before and after the episode. Occasional episodes of reverse sneezing are generally considered normal and not a health concern.

It can occur if a dog's soft palate (the soft part of the roof of the mouth that separates the nasal passage from the oral cavity)

becomes irritated. The irritation causes the soft palate muscle to spasm, causing a temporary narrowing of the trachea. The dog will extend their neck as they try to expand their chest to breathe, but the narrowed trachea will make it difficult for the dog to fully inhale. The dog will then forcefully attempt to inhale through their nose, which causes the dog to backward sneeze.

What Causes Reverse Sneezing in Dogs?

The exact cause of a reverse sneeze is unknown. Any irritation to the nose, sinuses, or back of the throat can trigger an episode of reverse sneezing. Several factors can contribute to episodes of reverse sneezing in dogs. Some common triggers include:

1. **Irritants:** Environmental factors such as dust, pollen, or strong odors can irritate a dog's nasal passages, leading to reverse sneezing.
2. **Excitement or Overstimulation:** Dogs may experience reverse sneezing when they are excited, anxious, or overstimulated. This can happen during playtime, walks, or interactions with new people or animals.
3. **Eating and Drinking:** Rapid consumption of food or water can sometimes cause dogs to experience reverse sneezing.

4. **Allergies:** Allergic reactions to certain foods, plants, or environmental allergens may trigger episodes of reverse sneezing.

Recognizing the Symptoms:

Identifying reverse sneezing is crucial for pet owners. Common symptoms include:

1. Sudden and repetitive snorting or honking sounds.
2. Rapid inhalation through the nose.
3. Bouts of reverse sneezing in dogs will usually last only about 30 seconds or less, although it might feel like a lot longer.

When should I see a vet about reverse sneezing in dogs?

If your dog's backward sneezing is becoming more frequent or more severe than usual or you notice a difference in their breathing, it's time to contact your vet. If the problem is chronic, a veterinarian will diagnose the underlying cause and provide appropriate treatment.

Managing Reverse Sneezing:

In most cases, reverse sneezing in dogs doesn't require any treatment. However, if it's more frequent, dog reverse sneeze

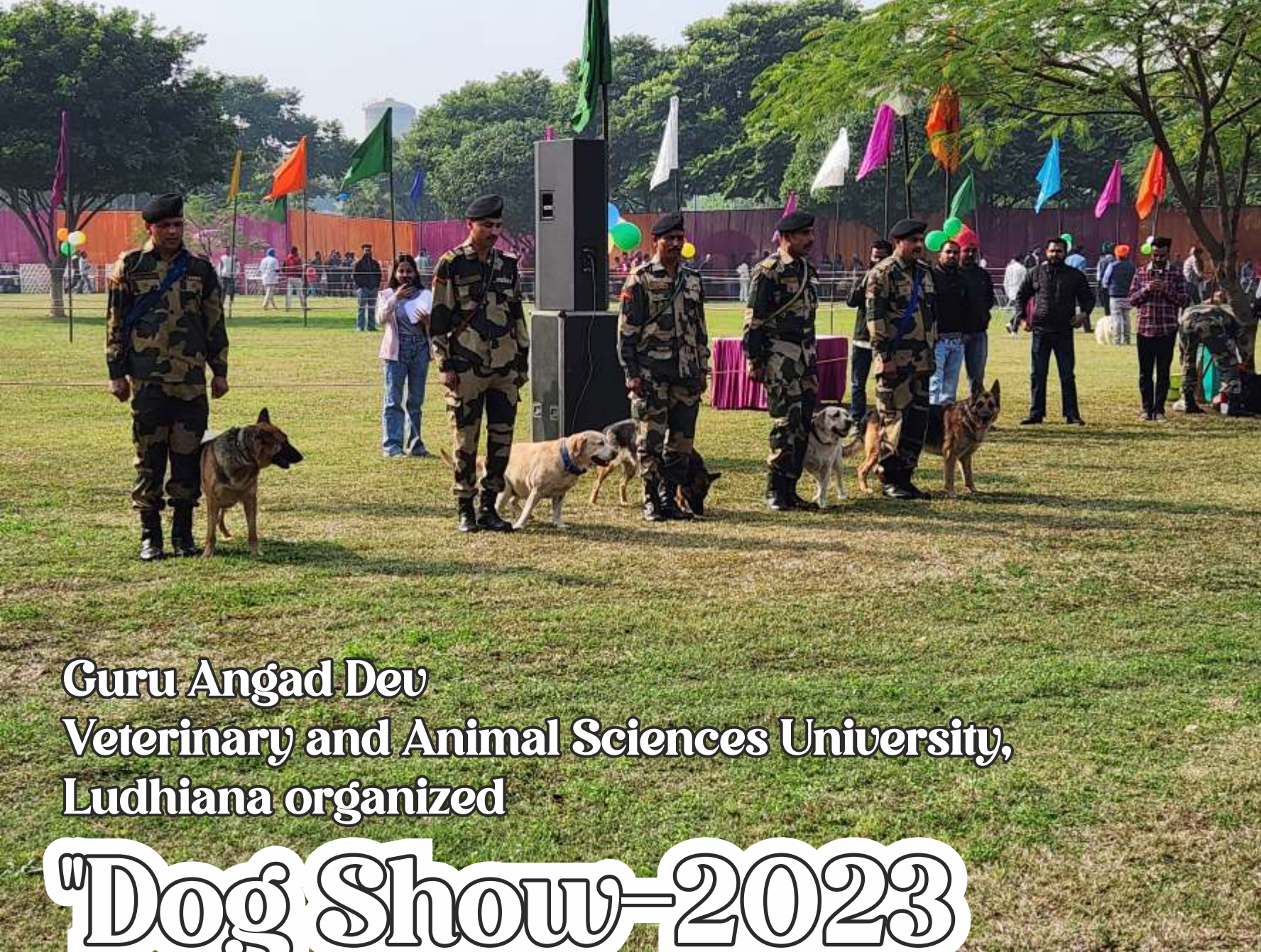
treatment could be needed to help your dog. The treatment will depend on the underlying cause. There are a variety of different tricks pet parents can perform to try to stop a reverse sneezing episode:

1. **Gentle Massage:** Lightly massage your dog's throat to soothe irritation and encourage normal breathing.
2. **Calming Techniques:** Create a calm environment for your dog, especially if they are prone to reverse sneezing during exciting or stimulating situations.
3. **Offer Water:** Providing your dog with a bowl of fresh water can help clear any potential irritants from their throat.

Conclusion:

Reverse sneezing may startle dog owners, but armed with knowledge, it becomes a manageable and non-threatening aspect of canine behaviour. By understanding the triggers, recognizing the symptoms, and employing simple soothing techniques, you can ensure your furry friend remains happy and healthy, even during those curious reverse sneezing episodes. Always consult with your veterinarian if you have concerns about your dog's respiratory health, and enjoy the unique quirks that make your canine companion one of a kind. ...





Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana organized

"Dog Show-2023

at its Ludhiana Campus

Dog Show was inaugurated by the Member of Legislative Assembly from Ludhiana West, Sh. Gurpreet Singh Gogi, and the chief guest of the show. He spoke about the importance of domestic animals and companion animals throughout the evolution of society and the contribution of dogs in the armed forces in particular. He spoke glowingly of the services extended by the University for the development of livestock sector and lauded the efforts put in for organizing the dog show to create awareness about pet animals, especially dogs. Dr. Inderjeet Singh, Vice-Chancellor, Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana spoke about the long running association of dogs with the human civilization in his address. He said that this relationship is all the more important in the modern world, especially in the cities where pets provide companionship to children and the adults alike. He also highlighted the research, clinical and

training facilities provided by the University for dogs and pet owners. He said that the show would be beneficial for pet lovers as well as academicians and industry to develop a sustainable strategy for the development of this sector. Dr. Parkash Singh Brar, Director of Extension Education welcomed the dignitaries and participants of the Dog show. He said that breed competitions for dogs and livestock are being organized to bring the focus on animals with superior performance and acknowledge the contribution of livestock farmers and breeders. Dr. H S Dhalla was felicitated for establishing the first Dog Park in North India. A souvenir comprising of selected articles on dog health and welfare was also released by the dignitaries. A special show of the Dog Squad of Border Security Force was also organized during the inaugural session.

Breed competitions were held across different categories of dogs including Toy, Terrier, Utility, Hound, Gun dog, Working,





Pastorland Miscellaneous groups. Dr Dhiraj Gupta, Organising Secretary informed that more than 100 owners showcased their dogs during the breed competition. Dr. Inderjeet Singh, Hon'ble Vice-Chancellor of the university honoured the winners during the valedictory function. S. Jagdish Singh, owner of Tyson, a Golden Retriever and the 58th Battalion of BSF were honoured to mark the successful treatment of renal diseases of their dogs. These dogs are leading a healthy life after receiving treatment in the Veterinary Clinics of Guru Angad Dev

Veterinary and Animal Sciences University. The Dog Show witnessed a huge gathering of breeders, pet enthusiasts and audience. An exhibition of feed, health supplements and other accessories was also held by the industry. Dr. Ashwani Kumar, HoD Veterinary Medicine said that the exhibitions and breed competitions create awareness regarding health care of dogs and their welfare among the pet lovers. He thanked the organizing committee, judges, participants, pet lovers, media and representatives of the industry for being a part of the Dog Show.



ROYAL CANIN® partners with GekkoVet

to support veterinarians from emerging countries with the latest vet knowledge through innovative technology

- A new collaboration by ROYAL CANIN® and GekkoVet will help bring the latest digital solutions and knowledge to veterinarians based in India and other emerging countries of Asia.
- With the GekkoVet online diagnostic and treatment tool, veterinarians will have 24/7 on-demand access to a repository equivalent to over 80,000 pages of clinical source material, and the ability to match symptoms with over 33,000 diagnosis combinations.

Mumbai, India 2nd November 2023 ROYAL CANIN®, Mars, Incorporated's largest brand, announced its new collaboration with GekkoVet, a European trailblazing veterinary tech company and launched the application at 11th FASAVA Congress held at Hotel Westin Powai Lake, Mumbai. For the first time in its history, FASAVA has organized such an event in India, from 27th to 29th October 2023 on a colossal scale! Through this partnership and application, we aim to provide the latest digital solutions and knowledge to veterinarians based in emerging markets, to support decision-making capabilities.

FASAVA helps veterinarians through its continuous education program to provide veterinarians with the opportunity to learn about the latest advances in veterinary medicine and to stay up-to-date on the latest techniques and technologies. This is vital, as it enables veterinarians to provide the best possible care to their patients and to stay updated in their field. GekkoVet is an AI based algorithm which will help Vets in improving the quality and speed of clinical decision making. We are thankful and excited about the launch of the application by ROYAL CANIN®, said Dr. Makarand Chavan Secretary PPAM.





EMPOWERING VETERINARIANS BY SHARING WORLDWIDE VETERINARY KNOWLEDGE

The rapid pace of growth in veterinary knowledge can create challenges for practitioners to stay up to date on the latest information. In addition, veterinary clients have increasing expectations for the latest diagnostic and treatment options. The scarcity of time faced by many practitioners today further compounds these issues. Access to technology offering the latest knowledge from around the globe can help veterinarians to better care for and ensure the well-being of pets.

A GLOBAL & INTUITIVE ALGORITHM

Through this collaboration, both ROYAL CANIN® and GekkoVet aim to help empower veterinarians by implementing a solution based on AI-assisted algorithms and science-backed information to provide vets with differential diagnoses related to patient-specific findings and offering corresponding treatment recommendations.

GekkoVet provides veterinarians with 24/7 on-demand access to a repository equivalent to over 80,000 pages of clinical source material, and the ability to match symptoms with over 33,000 diagnosis combinations. The algorithm organizes diagnoses in a probability-based order, enhancing the speed and quality of clinical decision-making. It brings a new level of transparency to patient care, fostering better understanding between vets and pet owners regarding necessary examinations and treatments.

A BETTER WORLD FOR PETS

Supporting projects such as investing in GekkoVet technology is part of ROYAL CANIN®'s commitment to continue educating, up-scaling skills and sharing knowledge with veterinarians and ultimately pet owners.

"With this initiative, we are bringing extensive medical knowledge to veterinarians via GekkoVet's innovative technology. We are very proud to enable veterinarians to incorporate an advanced clinical decision-support tool into their daily practice. With the implementation of GekkoVet to help vets with diagnostic and treatment decisions, we are acting in service of our Purpose: A BETTER WORLD FOR PETS", said Satinder Singh, General Manager of Royal Canin India.

Together, ROYAL CANIN® and GekkoVet are ushering in the future of veterinary medicine, enhancing the confidence of practitioners, alleviating work-related stress, and improving the overall quality of pet care worldwide.

"Our passion at GekkoVet has always been to harness the latest technology to assist vets in diagnosing and treating pets according to evidence-based medicine and with confidence. This partnership with ROYAL CANIN® enables us to expand this technology to new frontiers, empowering more vets to access the AI-assisted clinical decision support tool for better pet care. We are excited and honored to work together for the well-being of both vets and pets around the world", said

Dr. Johanna Majamaa, CEO of GekkoVet.

For more information, please visit www.gekkovet.com. ...



CANINE

DISTEMPER IN DOGS

Dr. Chethan K H*, Dr. Madhu Swamy, Dr. Yamini Verma, Dr. Amitha Dubey, Dr. Manish Jatav

Department of Veterinary Pathology, College of Veterinary Science and Animal Husbandry, Jabalpur, Nanaji Deshmukh Veterinary Science University, Jabalpur, 482001

Canine distemper is a highly contagious, often fatal viral disease that affects the respiratory, gastrointestinal, nervous system, and other organs of dogs. (Tiffany Tupler et al., 2022). The virus can also be found in wildlife such as foxes, wolves, coyotes, raccoons, skunks, mink and ferrets and has been reported in lions, tigers, leopards and other wild cats as well as seals (Belle Lin et al., 2020).

What causes CD?

CD is caused by morbillivirus comes under family paramyxoviridae, which present throughout the world and most prevalent in urban areas than in rural.

How is canine distemper spread?

Puppies and dogs most often become infected through airborne exposure (through sneezing or coughing) to the virus from an infected dog or wild animal. The virus can also be transmitted by shared food and water bowls and equipment. Infected dogs can shed the virus for months, and mother dogs can pass the virus through the

placenta to their puppies.

What dogs are at risk?

All dogs are at risk but puppies younger than 12 weeks old and dogs that have not been vaccinated against canine distemper are at increased risk of acquiring the disease.

What are the symptoms of canine distemper?

- ❖ Initially, infected dogs will develop watery to purulent discharge from their eyes.
- ❖ They then develop fever, nasal discharge, coughing, lethargy, reduced appetite, and vomiting.
- ❖ As the virus attacks the nervous system, infected dogs develop circling behaviour, muscle twitches, convulsions with jaw champing and salivation, seizures, and partial or complete paralysis. The virus may also cause hyperkeratosis of digital pads, leading to its nickname “hard pad disease”.
- ❖ It is often fatal, and dogs that survive usually have permanent, irreparable nervous system damage



Distemper Virus Infection

discharge
from eyes

discharge
from nose

thickened paw
pads & nose



cough

lethargic

fever



Figure 1: (a) Serous ocular discharge, (b) Blepharitis along with cloudiness of eye, (c) Scanty nasal discharge (d) Hyper keratinization of Pads in dog suffering from nervous form of canine distemper.



How is canine distemper diagnosed and treated?

Veterinarians diagnose canine distemper through clinical appearance and laboratory examination. There is no cure for canine distemper infection. Treatment typically consists of supportive care and efforts to prevent secondary infections; control vomiting, diarrhoea and neurologic symptoms; and combat dehydration through administration of fluids. Dogs infected with canine distemper must be separated from other dogs to minimize the risk of further infection.

How is canine distemper prevented?

Vaccination is crucial in preventing canine distemper.

- 🐾 A series of vaccinations is administered to puppies to increase the likelihood of building immunity when the immune system has not yet fully matured.
- 🐾 Avoid gaps in the immunization schedule and make sure distemper vaccinations are up to date.
- 🐾 Avoid contact with infected animals and wildlife
- 🐾 Use caution when socializing puppies or unvaccinated dogs at parks, puppy classes, obedience classes, doggy day care and other places where dogs can congregate. ...

PERIPHERAL NERVE SHEATH TUMORS IN DOGS

Dr. Amarnath Muthukrishnan, AMULYA PETS SPECIALITY CLINIC - SALEM



7 year old male intact Doberman , having a non healing wound on the tip of the docked tail for the past few weeks ,came for a opinion . Impression smears were made and doubts about the cellular pattern , we surgically removed the mass and sent for HP . Results came out to be Malignant Peripheral Nerve sheath tumours

Just like humans, dogs have both a central nervous system and a peripheral nervous system. The latter includes the nerves throughout the body that are not within the brain or spinal cord. These peripheral nerves are enveloped and insulated by sheaths, similar to a sleeve covering your arm. Ironically, despite this protective role, peripheral nerve sheaths can develop tumors, including malignant (cancerous) tumors.

Peripheral nerve sheath tumors are one of the more common soft tissue sarcomas in dogs. They are also referred to as schwannomas because a type of cell that helps form the sheath is called Schwann cells. Overall, however, schwannomas are uncommonly diagnosed. Fortunately, even for dogs that are stricken, treatment can sometimes be curative or put the cancer in extended remission. This especially holds true if the tumor is not terribly aggressive and the cancer has not metastasized. Notably, metastasis is rare.

It's important to know that benign tumors can cause issues, too. If a benign tumor becomes sizable enough, for instance, these masses can press on the nerve and cause pain or discomfort. Early diagnosis is very important for any type of mass, especially canine peripheral nerve sheath tumors. To that end, it's helpful to know what signs to look for in order to detect nerve sheath tumors in dogs in a timely manner.

Symptoms :

Peripheral nerve sheath tumors in dogs are typically a single mass. They may be visible on the skin or you may feel a lump below the skin. The mass may be just a few millimeters in size but nerve sheath tumors also can grow much larger. On the rare occasions when a dog develops more than one tumor, it is likely that each is a primary tumor rather than a case of metastasis. While spread is rare, checking the lymph nodes for swelling is a good practice. Any suspicious lumps merit a trip to see your veterinarian.

Because a canine peripheral nerve sheath tumor can develop anywhere on the peripheral, or outside, nerves

it is important to have any new mass evaluated by your veterinarian. At times, you may not notice a mass until it is quite large, perhaps causing discomfort to your dog. A larger tumor could affect a stricken dog's energy level, making him or her lethargic. He or she also could lose weight, even while maintaining a normal appetite. A larger tumor also could cause nerve impingement, impairing function or limiting a dog's range of motion in a limb, for instance. A dog might appear to be "dragging" a limb or may even turn its paw over, walking on his or her knuckles with the pad facing upward, which is often referred to as "knuckling." Since other types of tumors and conditions also can cause these symptoms, you should see your veterinarian to get a proper diagnosis. Though uncommon, when this type of cancer metastasizes, it will spread to the lungs or the local lymph nodes. ...





Unlocking the Mysteries of INDIA'S DOG INDUSTRY:

What You Need to Know

Ms Yamini Jaipuria, founding member of Zigly and Zigly Foundation

Dogs, affectionately termed "man's best friend," are deeply woven into the fabric of human society. In India, a rising demand for specific dog breeds, especially exotic ones, has paved the way for an industry that thrives on the shadows of neglect and exploitation: the world of dog breeders and pet shops.

Numbers Don't Lie: The Massive Scale of India's Pet Economy

Understanding the scale of this problem isn't straightforward, given the clandestine operations of many breeders. As per the 19th livestock census (of 2012), India has a population of 11.67 million domestic dogs and 17.13 million stray dogs, comprising several pedigreed and nondescript local breeds. The Indian pet industry, is estimated to generate a staggering \$800 million by 2025 (Business Wire). What's alarming is that when it comes to dog breeding, the money is almost entirely in black, bypassing tax regulations and official oversight. This shadow economy leaves little room for transparency and compliance with animal welfare guidelines.

A cursory glance through social media platforms, especially dog adoption groups, reveals a plethora of posts showcasing purebred puppies, hinting at the breadth of the issue. Yet, beneath these cute photos lies a narrative of profound cruelty. The reality is that unethical breeders often keep dogs in abysmal conditions. Females are forcibly bred more than twice annually. Postpartum care is virtually non-existent, with mothers often left in unclean and bloody conditions, separated from their puppies prematurely.

Bridging the Gap: India's Dog Breeding Laws vs. Ground Realities

It's essential to underline that India's legal framework, on paper, is notably detailed concerning commercial dog breeding. For instance, breeders must meet specific criteria, like ensuring only healthy female dogs aged 18 months or older are bred. Certifications by licensed veterinarians, restrictions on breeding frequency, and detailed record-keeping are all enshrined in the law. Moreover, surgical modifications like tail docking or ear cropping are forbidden. But while the laws are in place, the challenges lie in their enforcement. This dichotomy between regulation and its application stems from a lack of awareness and motivation, both among the general populace and the enforcement agencies.

Additionally, with the COVID-19 pandemic underlining the dangers of zoonotic disease transmissions, the unsanitary and

crowded conditions of many pet shops and breeding facilities in India pose a tangible public health threat. Close contact of different species in unhygienic environments can become hotspots for future pandemics. Besides the commercial sale of popular pets, there's also the trading of exotic wildlife. When these animals, unsuitable or hard to manage, are released into the wild, they can become invasive species. This can disturb local ecosystems, harming indigenous species and the environment.

The Allure of the Exotic: India's Modern Pet Trends and Their Impacts

The narrative isn't just about the breeders; it extends to the public's role in perpetuating this industry. As consumerism and the race for status symbols intensify, exotic pets become the latest fad among affluent sections of society. Animals unsuitable for Indian climates, like Saint Bernards and Siberian Huskies, are sold and bought without a second thought. Their maintenance can be costly, both monetarily and health-wise. When these expenses become burdensome, many pets face abandonment, putting them and the environment at risk. The drive for 'self-reliance' and adoption of indigenous breeds, as propagated by PM Narendra Modi, underscores the importance of making informed and ethical choices. By supporting indigenous breeds and avoiding exotic ones, consumers can make a considerable positive impact.

Redefining Pet Parenting in India: Zigly Foundation's Vision for Ethical Choices and True Companionship

Amid the expanding dog breeding and pet shop industry in India, the Zigly Foundation emerges as a pivotal advocate for responsible pet parenting. This organization underscores the principles of informed and ethical decision-making through structured educational campaigns and outreach programs. By emphasizing the importance of avoiding impulsive acquisitions of exotic breeds and advocating for the adoption and care of local and rescued dogs, Zigly Foundation seeks to redefine the standards of pet parenting in India. The foundation's consistent efforts highlight that a pet's true value lies not in its breed but in the quality of care and companionship one receives.

While the allure of purebred dogs remains, it's paramount for potential pet owners to understand the repercussions of their choices. By choosing to "Adopt, Don't Shop," we can collectively combat the cruelty of breeders and pet shops and give countless Indie dogs a chance for a loving home. The essence of companionship isn't defined by breed but by the bond shared between human and dog. ...

Subscribe today!

Best Deal

- Yes!** I want to subscribe to PET'n'VET
Send me 18 Issues for ₹ 1500 at ₹ 83.3 per Issue.
- I want only 6 Issues for ₹ 600 at ₹ 100 per Issue.

Download FREE DIGITAL MAGAZINE



SCAN ME SR PUBLICATIONS



Never miss any Update of the Industry

- Best Magazine to Educate about K9
- Delivers to your Door Step with Best Courier Service Available
- First 20 Subscriber Every New Issue will get Assured Gift!

ACCOUNT DETAILS

Name : Info House Publications
 Account No. : 50200034388430
 RTGS/NEFT IFSC Code : HDFC0000195
 Branch : SCO-778/779, Opp. Mahabir Dal Hospital,
 Kunjpura Road, Karnal-132001, Haryana
 You can also Pay via UPI id @ petvetmags@okaxis

Please remember to share you pet photo, breed & age during subscription. Subscription Gifts are only available for First 20 Subscribers every Issue.



SMART Puppies Store

Best Quality
&
Least Price.

Pet Food

Pet Accessories

Pet Medicines

Pet Self Grooming Kit

Pet Play Toys

Dresses

SMART Puppies Store

Plot-11, central market,
Rohini, Delhi, 110092



PUPPY SCHOOL

**Dog-Friendly
training
experience for
your pups**

Boarding Facility also
available
Properly ventilated
Playing area with AC
kennel and
swimming pool...



PUPPY SCHOOL

23/2 Pankha Road opp SBI Bank, Janakpuri, Delhi India

K9 Training Center



We have expertise in
Management Techniques,
Socialization,
Mental stimulation and
strengthening the bond...

**Taking Care of
your
DOG'S NEEDS**

**BOOK YOUR
SESSION NOW**

- Puppy socialization
- Basic Obedience Training
- Advance Obedience Training

K9 Training Center
Krishna Nagar, East Delhi India

ORGANIZED BY



C-PEX

CHANDIGARH PET EXPO

IN ASSOCIATION WITH



KNOWLEDGE PARTNER



SPECIAL FEATURE

DOG SHOW

75TH EDITION BY
CHANDIGARH KENNEL CLUB

24TH - 25TH
FEBRUARY
2024

PARADE GROUND,
SECTOR 17,
CHANDIGARH



For Stall Bookings:-

+91 98101 57669 | +91 79866 49704 | +91 99141 12334

www.chandigarhpetexpo.co.in | raminder@cpex.co.in



SEVEN OAKS
PET HOSPITAL

Presents

PETEX INDIA

PET INDUSTRY EXPOSITION

Where Pets & Kids Connect

22 23 24 Dec 2023

at HITEX Exhibition Centre,
Hyderabad, India



India's Premium B2B2C Pet Products Expo & Pet Shows

PLAN YOUR VISIT NOW

Organised By



Title Sponsor



Hospitality Partner



Birds & Exotics Zone Partner



Bird Food Partner



Pet Relocation Partner



Retail Partner



Pet Care Partner



Media Partner



Cat Show Partner



Pet Taxi Partner



Investors Network Partner



Concurrent Event



Mr. Vinoth Sasidharan : +91 91212 11159



Ms. Harshitha Reddy : +91 83418 65558



A COMPLETE PET TRANSFORMATION

FOR THE TRUE PET LOVER BY THE
TRUE PET L♥VERS



CALL TO SCHEDULE

AN APPOINTMENT **TODAY**

1800 180 1112