



सत्यमेव जयते

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भारतीय जीव जन्तु कल्याण बोर्ड
ANIMAL WELFARE BOARD OF INDIA

भारत सरकार

मत्स्यपालन, पशुपालन और डेयरी मंत्रालय
(पशुपालन और डेयरी विभाग)

Government of India

Ministry of Fisheries, Animal Husbandry and Dairying
(Department of Animal Husbandry and Dairying)

Date: 26th September, 2025

Observance of World Rabies Day – 28th September 2025

World Rabies Day, observed every year on 28th September, is a global initiative to raise awareness about rabies prevention and to unite communities against this fatal yet preventable disease. Rabies is a **100% fatal but completely preventable viral disease**, most commonly transmitted to humans through the bite of an infected dog. **The theme for this year is “Act Now: You, Me, Community”**, underscoring the responsibility of all stakeholders in protecting both human and animal health.

The Animal Welfare Board of India (AWBI) urges State Animal Welfare Boards, Animal Welfare Organizations (NGOs), Urban Local Bodies, District Animal Husbandry Departments, animals welfare activists and animal lovers across the Country, to actively participate in observance of World Rabies Day and to organize awareness and vaccination activities in line with the National Action Plan for Elimination of Dog-Mediated Rabies by 2030.

- I. **Mass Dog Vaccination Drives** – Focused campaigns covering both community / stray and owned dogs.
- II. **Strengthening ABC Programmes** – Dog population management in collaboration with local bodies.
- III. **Pet & Livestock Vaccination** – Encouraging pet owners, dairy farmers, and livestock owners to ensure timely anti-rabies vaccination of pets, cattle, and other animals.
- IV. **IEC Dissemination** – Circulation of posters, leaflets, and videos at veterinary hospitals, schools, milk collection centers, community halls to spread awareness.
- V. **Capacity Building** – Organise training/refresher sessions for veterinarians, para-vets, NGOs, and field workers on rabies prevention, bite management, and humane dog handling.
- VI. **School/College Engagement** – Conduct awareness lectures, interactive sessions, and activities for children and youth.

Key Awareness Topics:

- a) What is Rabies – mode of transmission and risks.
- b) Safe Behavior Around Dogs – responsible interaction with unfamiliar/stray dogs.
- c) Responding to Aggressive Dogs – safe measures to adopt.
- d) First Aid After Dog Bite/Scratch – immediate wound care, and medical advice.
- e) Community Responsibility – reporting stray or aggressive dogs.

The detailed IEC materials and protocols to be used for these awareness programs may kindly be downloaded from the following link:
<https://drive.google.com/drive/u/0/folders/1ejyt5iS9LdNfuOL46MZQPP3okOqSIaJD>

All the stakeholders are encouraged to spread the message of “**Rabies Free India**” by ensuring sterilisation / neutering and mass vaccination drives for stray / pet dogs, alongwith widespread awareness campaigns on rabies prevention.

You are also requested to kindly share press clippings, photographs and videos of the activities undertaken on **World Rabies Day**, 28th September 2025 with the Board for highlighting in AWBI publications.


(Dr. S.K. Dutta)

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Copy to:-

1. The District Collector of all District of all States /UTs.
2. The Municipal Commissioners of all the States and UTs.
3. The Members and Co-opted Members of the Board
4. All Animal Welfare Organization (AWBI Recognised)
5. All Honorary Animal Welfare Representatives (HAWRs)