

# THE JACK THE JOCKEY AND THE CELEBRITY

## A Case Study with Teaching Notes.

**T**he case study is an attempt to creatively raise social issues of concern. The role of 'The Jack The Jockey and The Celebrity' is very efficiently and differently discussed to bring about a 'Social Change' in India and the World at large. The case writer's generous in-kind donation, the lyrics titled, 'I Am The World', makes for a stimulating anthem to assist the patients undergoing 'The Donkey Assisted Therapy' for cognitive rewiring. The case study also qualifies for 'A Real World Impact' on various Academia, Legal and Social aspects as discussed in The Teaching Notes.



## THE JACK THE JOCKEY AND THE CELEBRITY

### THE JACK

A male donkey or ass is called a Jack, a female a Jenny. The donkey or ass (*Equus africanus asinus*) is a domesticated member of the horse family, Equidae. The wild ancestor of the donkey is the African wild ass, *E. africanus*. The donkey has been used as a working animal for at least 5000 years. According to 19th livestock census report 2012, India has the world's largest livestock.

Donkeys – 318787 Mules – 196378

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

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

### DSI Five Freedoms.

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

1. Freedom from hunger and thirst.
2. Freedom from discomfort.
3. Freedom from pain, injury and disease.
4. Freedom to express normal behavior.
5. Freedom from fear and distress.



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

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

**DSI Work Presence:** Donkey sanctuary India works for welfare of working donkeys and mules in India and operates in Delhi NCR, Gujarat, Maharashtra, Jammu and Kashmir, Madhya Pradesh and Rajasthan,

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

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

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

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

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

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

**DSI Human Donkey Interaction Program:** This program will involve senior citizens residing in old age homes, physically and mentally challenged special children and traumatized soldiers from army / police as beneficiaries. DSI would like to develop an indigenous model that is in context to developing countries in accordance to DAT-DSUK competencies and guidelines and with the help and expertise of people involved in Animal Assisted Therapy / Donkey Assisted Therapy. An initial stage of this program has been initiated



in Ahmedabad wherein beneficiaries from old age have visited our shelter. In India (South Asia) Donkey human interactions will raise the profile of donkeys as this Program has strong relationship to the sentiment of people and society in large.

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

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

**DSI Hoof Care Initiative in India Using Local Craftsman:** The initiative of using the local craftsman to manufacture hoof picks and other tools has enabled DSI to use the local resources and manufacture the tools at a very low cost. It has reduced DSI dependency on DS, UK for the supplies, most importantly, it is sustainable, it is easy to spread awareness on locally made tools, affordable for the local service providers and also it serves as a source of livelihood for the local craftsman.

## THE JOCKEY AND THE CELEBRITY.

A Jockey is someone who rides horses in horse racing or steeplechase racing. Randeep Hooda is the only Bollywood actor who regularly participates in professional equestrian sports, including polo and show jumping. Hooda was coached by Colonel SS Ahalawat and Brigadier Bishnoi in show-jumping and dressage. He describes riding as his “passion”.

*“My first stint with horses happened when I was in class eight at the Motilal Nehru School of Sports in Haryana but thereafter I didn’t ride horses for 17 years”.*

*-Randeep Hooda.*

He owned eight horses but gave away two of them to new trainees. He keeps his horses at the Mahalaxmi Race course in Mumbai. In December 2008, Hooda underwent surgery after suffering a severe ankle injury in a fall from his horse during a polo match in Mumbai. The following year, he won a silver medal at an open dressage event organized by the Equestrian Federation of India in Delhi. Hooda has also won medals at equestrian events in Mumbai and Delhi, where he participated with riders from the Indian Army. In 2014, Hooda won seven medals, including three gold and two silver and bronze medals respectively, at the National Equestrian Championship in dressage and show-jumping events. Additionally, he has won a silver medal each at the Delhi Horse Show in 2009 and the Bombay Horse Show in 2011.

## ABOUT RANDEEP HOODA’S EQUESTRIAN PASSION.

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

*-Randeep Hooda .*

*Dreamer & Founder, The Gurgaon Polo & Equestrian Club, (GPEC)*



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

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

1. The club has hosted a number of prestigious tournaments successfully.
2. GPEC Polo team, Royal Roosters consist of the best Talent in Polo.
3. With its ever-growing population of cosmopolitan residents and to fill the vacuum of elite sports activities as well as aspiring equestrian sports enthusiasts, the sport of kings becomes the best choice today.

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

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

**GPEC Founder rewarded:** Randeep Hooda who is passionate about his horses as much as he is about acting, won three medals at the recently-concluded horse show at the Amateur Riders' Club. What makes his win more significant is the fact that his horse, Dream Girl, is not only his first mare, but one of the nine injured horses he adopted and nursed back to health.

*"Satisfaction comes from the challenge of nursing 'broken' horses and watching them make a comeback to their former glory." Says Randeep.*

## THE TEACHING NOTES

The Teaching Notes are The Intellectual Property of this Case Writer.

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

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

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

Poverty and low status of the donkey owners among the society, lack of knowledge on donkeys natural behavior and care /management add to the misery. Injuries and diseases are common in working equines due to nature of work and existing Colic, injuries due to accidents and diseases like Trypanosomiasis, Respiratory Tract Infection are very common. Injuries and death due to accident is common in Solapur because the donkeys are let free on the road due to lack of space to house the donkeys. Lack of proper veterinary health delivery system both in the government and private sectors, because of their economic situation. Rabies and tetanus are the other welfare issues seen but the incidence has reduced over the years due to the preventive measures (vaccinations) carried out in all DSI projects.

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

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

The Supreme Court has asked the Jammu and Kashmir government to prepare a plan as to how it would phase



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

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

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

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

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

## PERCEPTIONS OF THE CASE WRITER.

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

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

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

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

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

'*The Jockey and The Celebrity*', implying Mr Randeep Hooda, may be invited in Management Institutes to deliver an address and a simulated live case study session may be conducted on 'The Braying Issues' and 'Fodder For Thought' section of the case study titled, '*The Jack The Jockey and The Celebrity*,'

Management Institutes must encourage students to join as volunteers at The Donkey Sanctuary India / UK and GPEC.

On the other hand, DSI / UK and GPEC must jointly work out to enroll students as paid interns and or their employees from any Management Institute.

**The Role of '*The Jack The Jockey And The Celebrity*' in Elections and Electoral Reforms in India.** (Irrespective of the One Nation One Poll possibility.)





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

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

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

## The Role of 'The Jack The Jockey and The Celebrity' In Issues Related To Workplace, Academia and Society.

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

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

- Discrimination of any kind.
- Inequality of any kind.
- Hate Speech of any kind.
- Abolish of Child Labor.
- Discredit, Violence and Torture of any kind.
- Deprivation of any kind.

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

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

Lastly, it would be unfair to conclude this section, '*The Case Writer's Perceptions*' on the case study, without a token of my contribution towards the cause of '*The Welfare Of Donkeys' Worldwide*'.

So, herewith a donation in kind. I donate the following lyrics, penned by me, to '*The Donkey Sanctuary*'. Their office is free to use this lyrics as deemed appropriate.



Hee- Haw!

### **The Donkey Assisted Therapy Anthem.**

#### **I Am The World.**

I am 'I',  
'None' is 'I'.  
I am the will.  
I am the world.  
I need no mercy.  
I need no help.  
I need no pulley.  
I need not bully!  
My needs are special.  
My needs are different.  
My needs are a challenge  
That only a donkey meets.  
I need no guide  
Oh! Please don't mind  
If together we unwind.  
My donkey is for keeps  
Who loves me in heaps.  
Together we bray for peace.  
Together we heal.  
I am 'I'.  
None is 'I'  
I am the will.  
I am the world.

*The lyric is registered with The Screenwriters' Association. Mumbai. India.*

## **Suggested assignments**

1. "There must be a pony in there somewhere." Exemplify.
2. Organize a fancy dress event on the theme of the Indian Goddess, 'Kaalraatri' and 'Sheetala' in the subject of Indian Ethos & Values in Management. Enact & discuss their significance at Workplace and Society.
3. Discuss Thomas Nast and dare to reinvent / improvise 'Jack' as a symbol of Democratic Party in USA.
4. Invite actor Randeep Hooda for a 'Live Stimulated Case Study' session with prime focus on 'The Braying Issues' and 'The Fodder For Thought' section of the case study.
5. Volunteer, Intern and or join as an employee with The Donkey Sanctuary in Ahmedabad and other parts of India and UK.



6. Introduce 'Jack' as a symbol for NOTA.
7. Constitute 'Jack Courts' at district level to resolve social issues through 'The Bray Petition'.
8. Constitute 'Jack Committees' at Workplace, Academia and Society to resolve issues mentioned in the case study.
9. Compose and Sing 'I am The World' Anthem.
10. Scientifically check the efficacy of the Anthem in the treatment and cure of patients undergoing The Donkey Assisted Therapy.

## FURTHER READS AND REFERENCES.

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## AUTHOR

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