

CFAI Activities During Lockdown

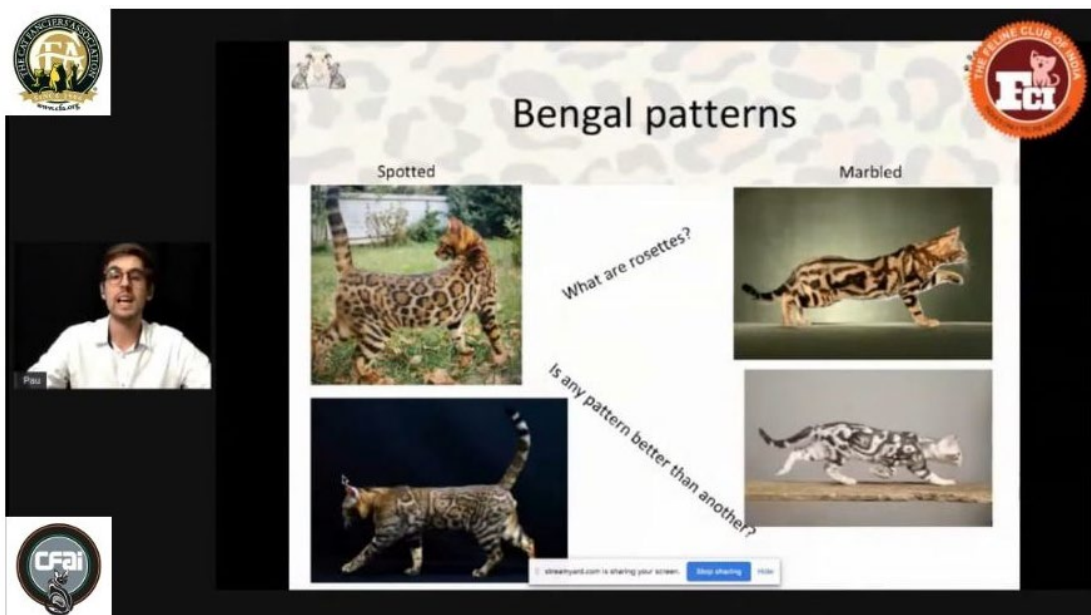
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The Cat Fanciers Alliance of India with the Feline Club of India to date have hosted one Championship CFA show, 3 Funshows under CFAI and 10 shows under FCI, a total of 14 shows. Since the global COVID-19 pandemic have impacted the organising of shows and on ground events, CFAI and FCI conducted a number of online events to keep engagement with cat parents.

Webinars

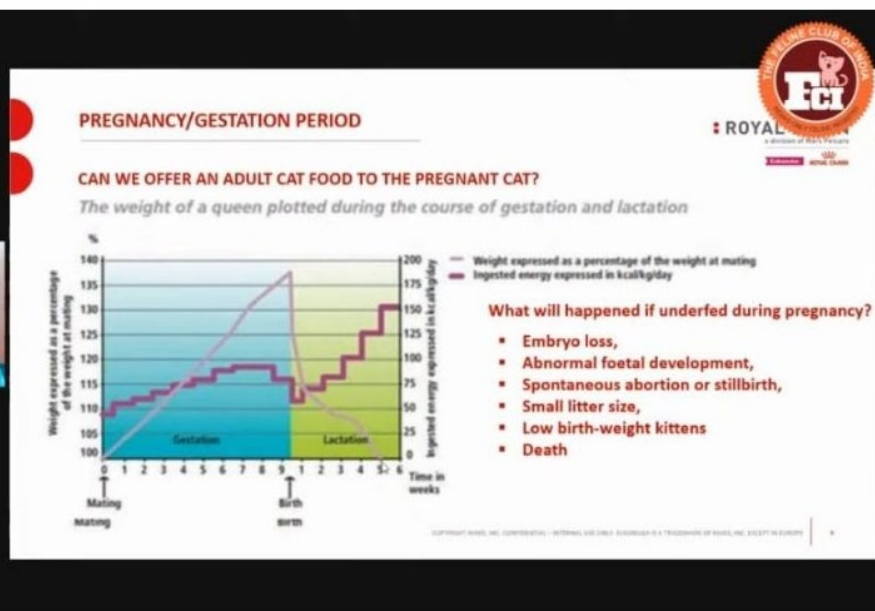
Education of cat parents has always been a high priority for us. We have conducted more than 80 feline conventions across India in the past. The online webinars were conducted live on Facebook and YouTube wherein an expert speaker would speak on a specific feline topic like UTI (urinary tract infection), pain management, nutrition in various life stages, pruitus (Itching) in cats, grooming, breed orientations etc. A total of 18 educational webinars have been hosted so far with great response from the viewers, gaining thousands of views for each video.



The screenshot shows a webinar interface. On the left is a video feed of a male speaker. The main screen displays a presentation titled "Bengal patterns". It features four images of cats with different patterns: "Spotted", "Marbled", "Rosettes", and "Is any pattern better than another?". The text "What are rosettes?" is written over one of the images. Logos for CFAI and FCI are visible in the top corners. A small text at the bottom of the presentation slide reads "www.raymond.com is sharing your screen" with buttons for "Stop sharing" and "Hide".



The screenshot shows a webinar interface. On the left is a video feed of a male speaker, identified as "DR. VINOD SHARMA". The main screen displays a presentation titled "SIGNS OF ADVANCED GUM DISEASE". It lists four symptoms: "BAD BREATH OR HALITOSIS", "REDDENED GUMS", "YELLOWISH-BROWN TARTAR ON TEETH", and "DROOLING". A close-up image of a cat's mouth showing tartar and red gums is shown. Logos for CFAI and FCI are visible in the top corners. A small text at the bottom of the presentation slide reads "www.raymond.com is sharing your screen" with buttons for "Stop sharing" and "Hide".



Veterinary Panel Discussion

Veterinary panel discussion is a platform where we invite some of the expert veterinarians to have a discussion on the present scenario of cat hobby in India, the medical issues faced by cat parents, challenges faced by vets in diagnosis and treatment of cats, new feline medical treatments available in India and around the world, the growing market for cat products etc. CFAI/FCI has conducted 2 Veterinary Panel Discussions which were moderated by Prof. Utpal Tatu, a scientist with Indian Institute of Sciences (IISc), and have more lined up. The interaction is viewed by veterinarians, veterinary university students, and cat parents alike.



FELINE DIAGNOSTIC CHALLENGES



Virtual Cat Show

The first of its kind online live cat show was hosted on the occasion of the World Cat Day. The whole event was live with cats being brought on screen by the cat parent and judged by our judges. Cats were judged on their overall appearance, cleanliness and uniqueness. The 2 judges announced their respective top 10 winners. The response to the first ever Virtual Cat show was so overwhelming we had to restrict entries after a point. The event has gathered more than 40,000 views on social media. The next Virtual Cat Show is planned in coming months and we are confident it will be an even bigger success.



Feline Quiz

Another unique event that was organized just before the World Cat Day was the Feline Quiz. It was an online Live quiz where contestants from all over India and different age groups participated. The questions were all related to felines, from general awareness, breed specific, colour markings, genetics and popular feline facts. Each contest was brought on screen and given 4 questions including a visual question. In all there were 3 rounds to determine the final winners. The quiz showed that cat parents are getting more educated about cats and cat fancy. The show had thousands of live viewers and gathered more than 25,000 views so far.

Celebrity Interaction

A lot of actors and actresses are cat lovers and also parent to multiple cats. We decided to know how they fell in love with cats, how they manage their busy schedule and cat keeping, how cats are a stress buster for them. The celebrities have a huge following themselves which brings a glamour to the overall event.



Kids Interaction

It is known that having a pet has a positive impact on kids, they learn a lot from them. We invited some of the kids that have grown around cats to share their experiences and why they love cats. We were surprised to know how some of these kids are fully involved in taking care of the cats in their homes be it feeding them, grooming, cleaning their area, looking after them when the cat are not well. The interaction was targeted towards kids as they will be the future cat parents and will take forward the cat fancy in India.



Exclusive interview with CFA President

On the occasion of World Cat Day we had the privilege of having Mr. Darrell Newkirk, President of CFA to talk about CFA & the Cat Fancy in India. It was the first time a CFA President was addressing cat lovers in India. He was also accompanied by Mr. Kenny Currie, Chairperson Asia West & Africa/ Central & South America.



Fun Activities For Engagement With Cat Parents

A weeklong celebration of World Cat Day was organized from 2nd August to 8th August wherein numerous contests were announced. Cat parents could participate in Photo Contests, Video Contests, Sharing their cat stories, etc. All the activities were online on Facebook and the contestants with the most popular votes won. Cat parents participated with lots of enthusiasm with hundreds of entries for each contest. Winners were awarded with goodie bags containing cat food and cat litter.

All in all the online activities have been vital in engaging with the cat parents during these difficult times, they also helped to bring in some much needed positivity. The events will surely help built up the momentum for when we resume CFAI and FCI shows in various cities in India. The response to all our online events was tremendously encouraging, we had a cumulative reach of more than a million on Facebook. This has definitely encouraged us to continue on with our activities in India under the banner of CFAI and FCI and help take the cat fancy to new heights.