

Ladies & Gentlemen, invited guests.

It is my privilege, on behalf of the directors of the IOJ, to introduce the nomination for the Annual Ahimsa Award:  
Dr Melanie Joy.

Dr. Melanie Joy is a Harvard-educated psychologist and professor of psychology and sociology at the University of Massachusetts, Boston.

Dr. Joy has written articles on psychology, animal protection, and social justice, as well as the award-winning book: *Why We Love Dogs, Eat Pigs, and Wear Cows*.

In her ground-breaking work, she has coined a new word “Carnism”.

She describes Carnism as the invisible belief system that conditions people to eat certain animals and argues that this is at odds with our compassionate nature and love for animals.

Through this work, she has created a powerful tool that has the potential to change the way society thinks about eating meat.

She runs an organisation dedicated to raising awareness of carnism and educating people to make more compassionate choices and invites them to consider a plant-based diet.

Dr Joy has an exceptional style in delivering this message. She is a celebrated, international speaker on this subject and has delivered her critically acclaimed carnism presentation to audiences around the world.

She has been featured on television and radio programs including here on the BBC.

Dr Joy is also the author of the book “Strategic Action for Animals“ – a handbook on strategic movement building and activism for Animal liberation.

Though much of Dr. Joy’s writing focuses on animal protection, she is also a longtime human rights advocate. Dr. Joy has been active in a number of social justice movements, and she teaches courses which focus on systems of privilege and oppression, domestic violence, and psychological trauma.

Mahatma Gandhi ji said: "Be the change that you wish to see in the world."

Suffice to say that she has been the change that she wants to make in this world.

She has used the power of ideas to challenge powerful industries and shed the light of truth on strongly held beliefs about meat. She has then committed her time to spread these ideas across the world.

Her work has the potential to bring large numbers of people to vegetarianism and veganism through compassionate and conscious choices.

Her approach is informative rather than confrontational, her motivation is to save the suffering of countless animals as well as to help those that are suffering in the meat industry, directly or indirectly, and to protect the environment.

Her work and approach promote the Jain philosophy of Ahimsa - non-violence- for which the Directors of the Institute of Jainology have nominated Dr Melanie Joy for the IOJ Annual Ahimsa Award 2013.