

Her World

June 2009

50 men we love

JAGDISH “JUGGI RAMAKRISHNAN (41, co-founder of Animal Concerns Research and Education Society (ACRES), and executive creative director of BBDO, Singapore)

This Chennai-born ad man is a lover and a fighter. He leads an award winning team in BBDO, and is currently ranked fourth out of top 10 creatives in the region by ad magazine *Campaign Brief Asia*, But his heart lies in caring deeply for animals, and campaigning passionately to protect them. He co-founded Acres to stop the abuse of wild animals, and petitions actively to ban the shark's fin trade, exploitation of show dolphins and Imprisonment of whale sharks. There's no holier-than-thou speeches, no kamikaze antics. Juggi is pure compassion.

“In activism, you never really win the wars. Most of the time, it's just about taking part and fighting on the side of the right. It's about not being apathetic to cruelty around you. It's about raising the level of awareness.”