hīṅśa vs. ahīṅśa
Fifth edition
Beauty Without Cruelty
**Beauty Without Cruelty**

is a way of life which causes no creature of land, sea or air terror, torture or death

Thousands of Hinsa vs. Ahinsa emails are sent out every fortnight.
Each theme is based on Beauty Without Cruelty’s motto and can be viewed at http://www.bwcindia.org/Web/Awareness/HinsaVsAhinsa/HinsaVsAhinsa1.html

For the benefit of those BWC members who prefer printed versions, 26 selected numbers are again presented in this fifth print edition commemorating Beauty Without Cruelty’s 41st birthday and the Jain Paryushan in September 2015.

Beauty Without Cruelty asks you to follow a lifestyle of minimum harm in all aspects—food, clothing, entertainment, etc.
If you are doing it for enjoyment, do no harm.
If you are doing it for survival, do minimum harm.
If you can do with a less harm-causing alternative, adopt it.
If you can’t, question it.
Finally apply the golden rule to what you are doing, put yourself in the place of the victim of your action. Listen to your conscience—the voice inside. It is the voice of truth.

The Hinsa vs. Ahinsa production team:
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Hinsa vs. Ahinsa is printed on paper free of animal substances.


Some pictures in this book have been taken from the Internet.
It is not BWC’s intention to infringe anyone’s copyright but, if that has happened inadvertently, we apologize most sincerely, and thank the photographers for helping us promote animal rights.

Donations, big or small, will be greatly appreciated—and are exempted under section 80G of the Income Tax Act, 1961. Please send your contributions in the name of Beauty Without Cruelty payable at Pune.
Non-violence is the supreme vision of life.

अहिंसा परमो धर्मः।

The lifestyle promoted by BWC is similar to the ahinsa preached by Jainism.

जैन धर्म के द्वारा उपदेशित अहिंसा और बीडब्ल्यूसी के द्वारा प्रचारित जीवनशैली एक समान ही है।

Non-violence means reverence for all life, from the tiniest to the biggest of creatures: no life need be injured or killed, knowingly or even unknowingly.

अहिंसा अर्थात प्रत्येक जीव,
सूक्ष्मतम से लेकर महत्तम जीव के प्रति आदर:
जान कर या अनजान में भी
किसी भी जीव का वध या उसे हानि न पहुँचाई जाए।

Michhami Dukkadam
A request for forgiveness from all living beings that may have been harmed during the past year.

निच्छमि दुखकडम्
समस्त सजीवों से जिन्हें, विगत वर्ष के दौरान हमारे द्वारा दुःख पहुँचा हो, उनसे क्षमा की याचना।
Elephant Appreciation Day
22 September
गजराज प्रशंसा दिवस
22 सितम्बर

Baby elephants are mercilessly beaten into submission at camps run by people who are supposed to protect them.

Adult temple elephants spend their lives in misery.

Elephants should be living free in jungles, not in camps and temples, or even in zoos or circuses.

हाथी जंगल में मुक्त रहने चाहिए, नहीं कि कैम्प और मंदिरों में, या चिड़ियाघर अथवा सर्कस में भी नहीं।
International Rabbit Day
25 September
अंतर्राष्ट्रीय खरगोश दिवस
25 सितम्बर

Rabbits specially bred and housed in wire cages are killed and skinned for their meat and fur.

Rabbit carcasses made to look “pretty”. Is it worth killing bunny rabbits?

尊重兔子和它们的权利。

खरगोश एवं उनके अधिकारों का आदर करें।
Reverence for Life Month
October

Reverence for life means no killing, exploiting, abusing, harming, using, adorning, or eating any creature.

Animals are sentient beings — not “property” or “things”.

प्राणी संवेदनशील जीव हैं — न कि “संपत्ति” अथवा “वस्तु”।
Being vegan does not mean living a life of abstinence. Veganism celebrates life - animal and human. It is easy not to eat or use animal derived products, or support animal exploitation.

Veganism means living with compassion.
Bursting firecrackers is harmful to all living beings. Infants, the sick, the aged, animals and birds suffer the most.

Celebrate the festival without causing air and noise pollution.

पटाखे फोड़ना सभी प्राणियों के लिए हानिकारक है।
शिशु, बीमार, वृद्ध, पशु एवं पक्षी इनसे सर्वाधिक कष्ट पाते हैं।

त्यौहार मनाएं बिना वायु और ध्वनि प्रदूषण पैदा किये।

Say NO to firecrackers NOW.
पटाखों को आज ही ना कहें।
Are you willing to stab such living creatures to death? If not, is it fair to get someone else to kill them so you can eat their flesh?

Meat is Murder.
maal अर्थात् हत्या।
The Hindu deity Lord Dattatreya, a personification of Brahma, Vishnu and Shiva, is always depicted with a cow which embodies creation, and four dogs symbolising the Vedas.

Regarded as one of the most ancient deities, Lord Dattatreya radiates peace, love and compassion.
St. Francis of Assisi taught Christians a moral obligation to treat animals with compassion and mercy.

At Christmas 1223, the Saint created the first nativity featuring live animals.
An ox, an ass, a horse, sheep, birds and others feature in the manger.

Doesn’t that make eating a sumptuous roast beef or fowl (turkey, duck, goose, guinea fowl or chicken) at Christmas contrary to the nativity?

Show compassion and mercy by sparing a life. Opt for a Veg Christmas!
Pongal
14 January
पोंगल
14 जानवरी

**Jallikattu** is barbaric, not brave. At Pongal, bulls with sharpened horns are goaded to fury and let loose on crowds for men to chase and grab their horns. Minimising cruelty is no solution, when a ban exists.

Raise your voice against **Jallikattu**. Save bulls and humans from injuries and death.

जलीकट्टू का खेल पाषवी है, न कि बीरतापूर्ण। पोंगल के अवसर पर वृषभ के सींग नुकीले किये जाते हैं, आर्द्र मार कर उन्हें लोगों की भीड़ के बिच छोड़ दिया जाता है। लोग उनके सींग पकड़ने के लिए पीछे भागते हैं।
जब इस पर कानूनी पाबंदी है, तो कृत्रिम कम करना, कोई हल नहीं है।

जलीकट्टू के खिलाफ अपनी आवाज उठायें। बैलों और मनुष्यों को हताहत होने व मृत्यु से बचाएं।
Bhogali Bihu
15 January
भोगली बिहू
15 जनवरी

The Hayagriva Madhava temple at Hajo in Assam celebrates Bhogali or Magh Bihu by organizing bulbul-fights for thousands who come to watch.

Months earlier hundreds of bulbuls are trapped from the forest and trained. On the day of the fight they are fed a herbal paste which gets them intoxicated. Although the birds are released back into the wild, there is no saying how many will survive.

Condemn illegal bulbul-fights and all other fights between two of a species.

बुलबुल और अन्य जाति के पशु-पक्षियों के गर्वकालीन बुलबुल की भर्त्सना करें।
World Day for the Abolition of Meat
Last Saturday of January

Animals bred and raised to be killed for their flesh.

Produce from the land is not the result of exploitation, suffering and death.

No meat consumption: no meat production. Condemn intensive farming of sentient beings.

मांस के लिए पशु पैदा किये जाते, पाले जाते और मारे जाते हैं।

जमीन की पैदावार शोषण, यातना और मृत्यु का परिणाम नहीं है।

मांस का उपभोग नहीं: मांस का उत्पादन नहीं। सचेतन जीवों की अत्यधिक कृषिकारी की भर्ती करें।
Bees are natural pollinators and should be used to enhance only agricultural productivity.

Honey is the bees’ food that we steal. Each time a forest hive is robbed, a minimum of 10,000 bees suffer and die. Apiary honey is like factory farming: queen bees whose wings are trimmed to avoid escape, are artificially inseminated and tricked into laying more eggs. Each time honey is extracted and replaced by sugar syrup, at least 30,000 worker bees are adversely affected.

Honey can never be ahinsak.

शहद कभी अहिंसक नहीं हो सकता।
Pigs are bred, raised and killed for pork and sausage.

Pigs are also tortured to obtain hog bristles.

Synthetic brushes are as good, if not better.

Use synthetic bristle paint brushes, hair brushes, and even shaving brushes!

सिंथेटिक बाल वाले पेंट ब्रश, कंधी करने के ब्रश और वाढ़ी बनाने के ब्रश का ही प्रयोग करें!
Holi, the festival of colours, heralds the arrival of spring. But many unfortunately use metallic colours which are harmful. They clog drains and pollute the earth’s water and soil, killing many innocent creatures.

Eco-friendly colours are made from plants. Better still, to save water, some play Sookhi Holi with dry colours also made from plants.

रंगों का पर्व होली, बसंत के आगमन का अप्रभुत है। परन्तु, बहुत से लोग दुर्भाग्यवश, हानिकारी धातिक रंगों का प्रयोग करते हैं। उनके कारण नालियाँ अवरुद्ध हो जाती हैं और धरातल पर पानी और मिट्टी प्रदूषित हो जाते हैं, बहुत सारे मासूम जीव मारे जाते हैं।

पर्यावरण-अनुकूल रंग वस्तुति से बनते हैं। तथापि, जल बचाने की आवश्यकता को देखते हुए कई लोग वस्तुति से निर्मित सूखे रंगों से सूखी होली खेलते हैं।

Happy Holi!
होली की मंगलकामनाएं!
In India rats are the most abused animals and are usually battered or poisoned to death.

Yet, over 20,000 rats are fed and revered at the Karni Mata Temple in Deshnok, Rajasthan.

A day to win some respect back for rats.
World Day for Laboratory Animals
24 April
विश्व प्रयोगशाला प्राणी दिन
24 अप्रेल

Millions of animals are tortured for research and product safety although prior to marketing, clinical trials are any way conducted on humans.

Boycotting products tested on animals is increasing in popularity.

Use products that have not been tested on animals (and contain no animal ingredients).

Этакие и хутпад ках упомянуто керэ зинны пракшня панрачча н гана го
(оер го пракшня чактак сё мука та)।
International Respect for Chickens Day

4 May

Hundreds of coloured chicks sold on the roadside are the poultry industry’s unwanted males.

They are dumped in cheap, hazardous dyes containing hydrogen peroxide, ammonia and colour. New feathers are normal, so when the coloured ones fall off, the attraction is lost, and the birds are discarded.

Do not buy coloured chicks and encourage their illegal trade.

रंगीन चूजे कभी न खरीदें, न ही उनके अवैध व्यापार को बढ़ावा दें।
Over a hundred species of birds migrate to India, to escape winter.

Migratory birds, rescued in Himachal Pradesh, were found with their legs tied and eyelids stitched together.

In Jatinga (Assam) villagers have been convinced to stop hunting migratory birds with bamboo poles and catapults, and promote tourism instead.

Migratory birds are our guests. प्रवासी पक्षी हमारे अतिथिय हैं।

शीत काल से बचने के लिए सौ से अधिक पक्षी प्रजातियाँ भारत में स्थानांतरण करती हैं।

हिमाचल प्रदेश में बचाए गए प्रवासी पक्षी पैर बांधे हुए और पलक सिली हुई अवस्थामें पाये गये थे।

असम के जातिंगा में ग्रामवासियों को प्रवासी पक्षीयों को बांस के खंभे व गुलेल से शिकार करना बंद करके प्रवासन को प्रोत्साहन देने को राजी कर लिया गया है।
“He, indeed, is wise who does not hurt any creature, whether feeble or strong, who does not kill nor cause slaughter.”
— The Buddha

“वह वाकई ज्ञानी है, जो कमजोर या शक्तिशाली किसी भी जीव को न तो मारता है, न ही उनका वध करवाता है।”
— बुद्ध

Having reverence for all creation is a virtue.
सभी जीवों के प्रति सम्मान होना सदृश्य है।
Of all the animals on earth, humans are the most environmentally destructive. They are to blame for global warming, extinction of animals and plants, plundering land and oceans, and polluting the atmosphere. Fortunately, humans have a choice and a chance to bring about change on earth before it is far too late.

Eco-consciousness and a green lifestyle result in good health for our planet and ourselves.
Most people who practise yoga are vegetarian because of their belief in ahimsa. A person who eats meat absorbs the negativity of the killed animals, and this prevents energy from flowing freely thus hindering meditation; whereas, compassion can bring about enlightenment.

A lifestyle devoid of animal products is good for us all, whether or not we practise yoga.
Deforestation is a real threat to our survival.
Had every Indian, from 1950 onwards planted a sapling during the Van Mahotsav week, the situation would have been different today.
Trees benefit animals, birds and humans because they absorb carbon dioxide that we breathe out, and produce oxygen that we breathe in.

निर्बन्धकरण हमारे अर्थात के खिलाफ वास्तविक खतरा है।
1950 से लेकर यदि प्रत्येक भारतीय ने वन महोत्सव के दौरान पौधे रोपित किये होते, तो आज परिस्थिति अलग ही होती।
वृक्षों के कारण प्राणियों को, पक्षियों को और मानुषों को लाभ होता है, क्योंकि हम स्वास्थ्य छोटे समय को कार्बन डाइऑक्साइड निकालते हैं, वृक्ष उसका अवचू鲜ण करते हैं और ऑक्सीजन उत्पादन करते हैं।

Each one, plant one.
प्रत्येक व्यक्ति एक पौधे का रोपण करे।
Cow Appreciation Day
15 July
गाय प्रशंसा दिवस
15 जुलाई

It is not beef-eating alone that kills the cow and its progeny...

It is the leather goods as well...

And the bone china...

And the gelatine capsules.

केवल गौमांस भक्षण ही नहीं जिसके कारण गाय और उसकी संतति का कृत्तित होता है...

चमड़े के सामान के कारण भी ऐसा होता है...

और बॉन्चाइना भी...

और जेलेटिन कैप्स्यूल्स भी।

Do not use leather, bone china or even gelatine capsules.

चमड़ा, बॉन्चाइना और जेलेटिन कैप्स्यूल्स का भी प्रयोग न करें।
Trapping, transporting and trading traumatise birds. They are illegally displayed and sold in local markets.

Taming and training birds is cruel.

Do not cage birds.
Beauty Without Cruelty - India

Date and place of birth:
12 September 1974, Pune

Beauty Without Cruelty is a way of life which causes no creature of land, sea or air terror, torture or death.

Thank you for practising what BWC preaches.

Beauty Without Cruelty - India
An International Educational Charitable Trust for Animal Rights since 1974
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