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, 25 selected numbers are presented in this sixth print publication commemorating Beauty Without Cruelty’s 42nd birthday and the Jain Paryushan in September 2016.

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:
Diana Ratnagar (Conceptualisation & English Editor)
Bharat Kapadia (Hindi Editor)
Shashi Kumar (Designer), Mudra (Printers)

Hinsa vs. Ahinsa is printed on paper free of animal substances.

Special thanks: Khursheed Bhatnagar, Dinesh Dabholkar, Kant Dabholkar, Nitin Gaikwad, Kalpana Raipure, Kamala Ramchandani, Rahul Shinde, Sachin Swargiya & Madhulika Varma.

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.
To heighten public awareness of the nutritional benefits of pulses, the Food & Agriculture Organisation of the UN is promoting 2016 as the International Year of Pulses.

Pulses are derived from legumes and are high in protein and fibre, and low in fat. They form a vital part of a healthy diet.

Make a resolution to consume pulses regularly – and stick to it throughout 2016 and beyond.

2016 के दौरान आप दलहन का नियमित प्रयोग करने का संकल्प लें - साल के दौरान नहीं, आगे भी उसे निभाएं।
Kite-strings are coated with colours and powdered glass to make deadly manja.

Not all birds entangled in manja are lucky enough to be rescued. Many birds as well as humans have been seriously injured by manja.

Use un-coated string (instead of manja) to fly kites during Makar Sankranti.
World Wetlands Day

2 February

विश्व जलमयभूमि दिवस

2 फरवरी

Wetlands host a huge variety of life, protect our coastlines, provide natural sponges against river flooding, and store carbon dioxide to regulate climate change.

Do not view wetlands as wasteland.

जलमयभूमि को बंजरभूमि के रूप में न देखें।
Thousands of pangolins are trapped and killed for their meat, bile, scales and claws. The carcasses are smuggled out of India to Nepal, Myanmar and China where they are perceived to be of medicinal value.

Finger rings, boots and coats are also made of pangolin scales.

Condemn the illegal trade and use of pangolin body parts.
Elephants are tragically killed by speeding trains, electrocuted, or poached for ivory in forest reserves.

Illegally captured from the wild, calves are subjected to torturous training in camps to shift logs. Others are made to perform for temples and circuses, give joy-rides and beg on the streets, or are displayed in zoos.

The future of elephants is in our hands.

Wild elephants and their habitats need safeguarding.
International Day of Happiness
20 March
अंतरराष्ट्रीय कृप्या दिवस
20 मार्च

To attain global happiness, economic development must be accompanied by social and environmental well-being. Happiness and laughter are not experienced by humans alone. Animals can be happy, joyful, cheerful and contented too.

Human happiness is enhanced by making animals happy.
मनुष्य की कृप्या प्राणियों को कृप्या देकर बढ़ सकती है।
Prevention of cruelty to animals should not be limited to wildlife, dogs and cats, cows or birds.

We should not overlook chickens and goats specially bred to be killed for their meat.

Eating an animal, or even feeding an animal to another animal, is cruel and unethical.
Diabetes is a chronic disease that occurs when the pancreas does not produce enough insulin. Despite medication, over time all major organs get seriously affected due to high blood sugar.

Lifestyle changes can prevent or delay diabetes. Turning vegan can even reverse diabetes.

Veganism is good for everyone, whether diabetic or not diabetic, and for the animals saved.
Ever since BWC convinced the government to ban bears, monkeys, tigers, panthers and lions in circuses, we have been trying to get them to also ban elephants, camels, horses, ponies, dogs, cats, birds and fish that continue to be subjected to hunger, torture and fear.

Circuses without animals are becoming exceedingly popular all over the world.
International Respect for Chickens Day
4 May
अंतर्राष्ट्रीय चूजा सम्मान दिवस
4 मई

It matters not which came first, the chicken that can’t appear without an egg, or the egg that can’t appear without a chicken.

Chicken and egg production is one of the greatest causes of animal death and suffering.

इस बात से कोई फर्क नहीं पड़ता कि कौन पहले आया, चूजा, जो कि अंडे के बिना आ नहीं सकता, या कि अंडा, जो कि चूजे के बिना आ नहीं सकता।

चूजा और अंडा उत्पादन पशुओं पर अत्याचार और मौत का एक बड़ा कारण है।

Go Veg!
शाकाहारी बने!
Sant Kabir (1440 – 1518), a mystic poet whose writings influenced the Bhakti movement declared, “He who kills an animal or eats animal flesh is a murderer in God's darbar.”

संत कबीर (१४४०-१५१८), रहस्यवादी कवि, जिनके वचनों ने भविष्य आंदोलन को प्रभावित किया, ने घोषणा की, “वह जो पशु को मारता है अथवा पशु का मांस खाता है, वह भगवान के दरबार में कातिल है।”

Meat = Murder
मांस = हत्या
Van Mahotsav Week is an annual tree-planting festival of India initiated in 1950.

Planting trees serves many purposes like food and shelter for animals and birds.

How about planting a sapling today?
A mutt is a unique, one-of-a-kind, mixed-breed dog that has inherited the good qualities of at least two breeds and is therefore smarter, healthier and lives longer than pure bred dogs.

मठ (दोगला कुत्ता) अर्थात् एक लाजवाब किस्म का मिश्र नस्ल का कुत्ता, जिसमें कम से कम दो नस्ल के गुण होते हैं, अतः वे अधिक बुद्धिमान, अधिक तंदुरूस्त होते हैं और शुद्ध नस्ल के कुत्तों की अपेक्षा इनकी आयु लंबी होती है।

Adopt a mutt and gain a life-long loyal friend.

दोगला कुत्ता गोद लें व जीवन भर के लिये वफादार दोस्त पायें।
Humans have encroached on forest land. Wildlife does not know the new forest boundaries. They therefore stray into human occupied areas and fields, resulting in man-animal conflicts.

Capturing wildlife, usually with live bait, and relocating is no solution. Declaring nilgai, wild boar, porcupine, deer, hare, monkey, parrots and other wildlife as vermin and shooting them, is as bad.

The answer is to adapt by understanding that if animals are left undisturbed, they do not harm.

Friendship means living in harmony with wildlife too.
Sadistic people enjoy bloody dog-fights. Illegal breeding of pit bulls to fight each other to death is spreading in India. Training involves chasing and killing smaller dogs, cats and chickens, so quite often they attack children too.

No dog deserves this... both winners and losers suffer gouged eyes, ripped ears, bitten-off tongues, ruptured windpipes and other ghastly injuries.

This is no way to treat man’s best friend.
The best nutrition is healthy food.

Healthy food contains no flesh.

Do not eat Animals.

प्राणियों को न खाएं।
Tourism is harming our rivers. Anglers are lured to India to fish for fun in our sacred rivers.

Since killing *mahseer* is illegal, it is caught, weighed, photographed, and released back into the river after being subjected to irreversible damage following a long ordeal of stress, pain, fear, struggle and torture.

Angling is sadistic, akin to hunting wildlife, and can never be considered a holiday.
Reverence for Life Month
October

I believe animals should be respected as citizens of this earth. They should have the right to their own freedom, their own families, and their own life.
— John Feldmann, Goldfinger

मैं मानता हूं कि प्राणियों का इस भूमि के नागरिक के रूप में आदर किया जाना चाहिए। उन्हें अपनी आज़ादी का, अपने परिवार का और स्वयं के जीवन का अधिकार होना चाहिए।
— जोन फेल्डमैन, गोल्डफिंगर

We owe all creation the same care and respect that we wish for ourselves. Destroying, harming or hindering any life form is against the philosophy of reverence for life.

सभी जीवों को अधिकार है कि हम अपने लिए जैसे जीतन और सम्मान की अपेक्षा करते हैं, ठीक वही सम्मान हमसे उन्हें मिले। किसी भी प्रकार के जीव को नष्ट करना, हानि पहुँचाना या बाधा पहुँचाना जीवन के प्रति सम्मान के सिद्धांत के विरुद्ध है।

Do to others what you would have them do to you, and you just can’t go wrong.

अन्यों के प्रति वही करें, जैसा अन्य आपके प्रति करें ऐसी अपेक्षा हो, और आप कभी भी गलत नहीं होंगे।
Animal sacrifice is a cruel religious ritual. Animals are also sacrificed for ridiculous things like naming a child or laying a foundation stone.

Rituals and offerings without bloodshed are pure and guilt-free.

Celebrate Dussehra without bali or animal sacrifice.

बलि या पशु की कुर्बानी के बिना दशहरा मनाएं।
If you eat no meat, use no leather. Make this your new year resolution.

यदि आप मांसाहार नहीं करते हैं, तो चमड़े का प्रयोग भी न करें। इसे नव वर्ष का संकल्प बनाएं।

Resolutions are made to be kept forever!

संकल्प का ठहरा देना सदैव किया जाना चाहिए!
Oxytocin injections are only meant for inducing labour. But twice a day, before milking, cows and buffaloes are given these injections to make their milk flow out faster. It is unbearably painful for them.

The rampant, illegal use of the oxytocin hormone on dairy cows that is poisoning milk is a good enough reason to give up the consumption of milk and milk products.
The Sikh langar or free kitchen attached to gurdwaras was started by Guru Nanak.

The food prepared and served at Guru-da-langars is always pure vegetarian. Its purpose is to promote equality between people who partake of it.

Go Veg!
शाकाहारी बनें!
In 1977, in response to Beauty Without Cruelty’s personal request to the then Prime Minister, India banned the export of Rhesus monkeys for biomedical research.

However, about 300 Rhesus monkeys, procured from the wild, are used in all 6 biomedical research institutions of India.

Monkeys do not deserve to be tortured anywhere.
Sundays without Meat for Climate Change

Shifting the world’s reliance on fossil fuels to renewable energy sources is important.

But, according to a 2015 report in World Watch magazine, the world’s best chance for achieving timely, disaster-averting climate change will actually be by eating less meat.

Please urge India’s non-vegetarians to help climate change by giving up eating meat every Sunday.
Christmas
25 December
क्रिसमस
25 दिसम्बर

“All things bright and beautiful, All creatures great and small,
All things wise and wonderful: The Lord God made them all.
Each little flower that opens, Each little bird that sings,
He made their glowing colours, He made their tiny wings.”

Let the robin sing and the turkey live...
they are both birds.

“सभी चीजें बमकीली और खूबसूरत, सभी जीव बड़े और छोटे,
सभी चीजें ज्ञानी और अत्युल्लभ परमपिता परमेश्वर ने बनाया सभी को।
हर छोटा फूल, जो खिलता है, हर छोटा पक्षी, जो गाता है,
उसीने बनाये उनके उत्साही रंगों को, उसीने बनाया उनके नन्हे पंखों को।”

मैरी क्रिसमस और नववर्ष की शुभ कामनाएं!