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

Based on Beauty Without Cruelty's motto, was launched by e-mail in September 2009. Messages commemorating special days and topics have been sent to members and non-members whose e-mail IDs are on BWC records.

The e-mails received lots of praise which made us print some of them, so that the majority of our members (who have not requested them by e-mail) may appreciate them too and vow not to use, consume, witness or support animal exploitation.

This book will reach members just before the Jain Paryushan which begins on 5 September 2010, almost coinciding with BWC's 36th birthday! How about giving our charity a gift to celebrate our efforts to promote animal rights?

Donations, big or small, will be greatly appreciated — and exempted under section 80G of the Income Tax Act, 1961. Please send your generous contributions in the name of Beauty Without Cruelty, payable at par in Pune.

The हिंसा vs. अहिंसा production team:
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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 apologise most sincerely and thank the photographers for helping us promote animal rights.
Beauty Without Cruelty
Advocating animal rights
in India since 12 September 1974

Beauty Without Cruelty
is a way of life
which causes no creature of:

land

Sea

or air

terror

Torture

or death.

भूमि

जल अवधा

वायु का हो

भय

पीड़ा अवधा

मृत्यु नहीं पहुँचाता।
International consumer demand for ivory and elephant poaching are both growing.

Boycott elephant ivory products.

Vegetable ivory is from ivory-nut/tagua palms called Phytelephas.
Rabbits are specially bred to be killed...

... and their soft fur is converted into hats, coats, trinkets, trimmings, etc.

हत्या करने के उद्देश्य से खरगोशों का
विशेष रूप से प्रजनन किया जाता है...

... और उनकी कोमल बालों वाली चर्म को टोपिया, कोटें,
खिलौने व अन्य कपासों में परिवर्तित कर दिया जाता है।

Make sure the fur you use is synthetic!

सुनिश्चित कर लें कि जो बालों वाली चर्म आप उपयोग करें
वह रासायनिक प्रक्रिया द्वारा बनाई गई हो!
World Animal Rights Day
15 October

जगत पशु अधिकार दिवस
15 अक्टूबर

Constant animal massacres. Animals rights ignored. All over the world trillions of lives are tortured and slaughtered daily!

पशु अधिकारों की अनदेखी। सम्पूर्ण संयुक्त अर्थों जीवन प्रताड़ित किए जाते व मृत के घाट उतारे जाते हैं!

Support the right to live, and not be killed.

jeevan ke adhikar ka samarpak karen, nki hathy ka
World Vegan Day
1 November
विश्व वीगन दिवस
१ नवम्बर

Vegans do not consume animal-derived substances.
वीगन व्यक्ति पशुओं से प्राप्त पदार्थों का उपयोग नहीं करते।

Cow milk is for calves, not humans.
As soon as cows stop giving milk they are sold to butchers and young female calves continue to be bought.
Unwanted male calves are abandoned and sold to slaughterhouses.

Meat and leather are two sides of the same coin.
An animal hide provides 55-60 percent of the revenues from cattle slaughter, while its flesh provides 40-45 percent. The meat industry is dependent upon the sales of animal hides for survival.

Eat and use non-animal-derived products.
उपयोग व उपयोग न करें पशु उत्पादों का।
Goat bound for slaughter.

Goats, sheep, buffaloes and other animals are victims of bali or animal sacrifice.

वक्री अपनी हत्या की ओर।

वक्रियाओं, चैंसे तथा अन्य जीव-जन्तु, बलि अथवा पघु बलिदान के शिकार (पीड़ित) हैं।

Perform symbolic bali — the ritual sacrifice of white pumpkins, sugarcane or bananas instead.

गंगेतिक बलि चढ़ायें — अन्यथा विधिवत रूप से श्वेत कड़ु, गना अथवा केले की बलि चढ़ायें।
Silver beaten into sheets between ox-guts (intestines) or sheep/goat epidermises is used to decorate mithai, fruits, etc.

It is estimated that the varkh consumed on mithai alone, by an average Indian middle-class family over its lifetime uses the guts of nearly three cows or bulls, in addition to calf leather comprising one-tenth of a medium-sized cow or bull.

A kilo of varkh is produced by using 12,500 sheep or goat epidermises.

Demand mithai without chandi-ka-varkh.

चांदी का वर्क रहित मिठाई की मांग करें।
Fur-free Friday
Fourth Friday of November

It takes up to 40 dumb animals to make a fur coat...but only one to wear it.

Do not use fur if you don’t want animals gassed, electrocuted, trapped or strangled.

लगभग ४० गाढ़े पशु लगते हैं
एक रोंपेदार कोट बनाने के लिए...
परन्तु पहनता है केवल एक व्यक्ति।

यदि आप नहीं चाहते कि पशुओं को पैस, विज्ञापन के झटकों,
जाल में फंसाकर अथवा गला बंद करके मारा जाये।
1,500 silk moths in their cocoons are boiled alive for just 100 grams of silk!

In-breeding destroys their ability to fly, so the discarded male moths die after mating.

Female moths are crushed to death to check for diseases after laying their (profitable) eggs.

No silks are ahinsak except artificial ones such as polyesters, with no resham zari.

**Silk**

The beautiful, fragile silk moth.

Boycott silk — feel pretty, not guilty.

अत्य: प्रजनन ने उनकी उड़न की शक्ति धीर नहीं है, अर्थात् नर तितलियों प्रजनन करने के बाद गर जाते हैं।

बीमारियों पर रोक रखने के लिये, लाभदायक आण्डे दे चुकी माशा तितलियों को कुचल दिया जाता है।

कोई भी रेशम अहिंसक नहीं है, निवाद कृतिम रेशम तो, जैसे कि रेशमी जीरा रहित पैलीएस्टर।

क्रम: रेशम का व्यवहार करें —

बोध करें गुदरता का, न कि अपराधिता का।
Captured from the wilds, snakes are defanged and their mouths stitched shut with spaces left for their tongues to protrude. Puja consisting of haldi, kumkum and gulal blinds them while they sway fearfully and attempt to drink milk to rehydrate.

Haldi, kumkum and gulal are applied on them as a symbol of their transformation. Women also prepare puja for Dharmapuri and Dharmapuri is offered to them.

Celebrate Nag Panchami using snake idols instead. Nag Panchami is celebrated by offering gifts and prayers to snakes.
Every Sankranti, thousands of birds lose their wings, and even lives, from glass-coated kite-strings.

Fly your kite on open grounds.

Dial 101 to report birds hanging from trees to the Fire Brigade.

Take injured birds to the nearest vet or pigeon-treatment camp.

Use uncoated string — instead of glass-coated manja.
World Consumer Rights Day
15 March

It is the right of every consumer to know if his or her toiletries and cosmetics are vegetarian or not.

Support BWC’s campaign for green cosmetics, toiletries and drugs by signing the petition on our website www.bwcindia.org

समर्थन दे बी.डब्ल्यू.सी. के शाकाहारी ओप्शनों, प्रसाधन एवं शूर्गार सामग्री के अभियान को, अपने हस्ताक्षर www.bwcindia.org याचिका पर करें।
Companies manufacturing pig/hog/boar bristles claim that the bristles are cut off but, in reality, these bristles are extracted cruelly. The pigs are cast to the ground and patches of their hair yanked out while they squeal in pain.
Zoo
विडियाघर

Protect them... उनकी रक्षा करें...

... in the wild ... जंगल में

... not in captivity. ... कैद में नहीं।

Do not visit zoos — they are animal jails.
फूला विडियाघरों में ना जाओं —
वे पशुओं के कारागार बंदी गृह हैं।
Performing does not come naturally to animals. They are isolated, beaten, starved, tortured and terrorized for our entertainment.

Boycott animal circuses. Promote animal-free circuses.

पंजू युज्मों का विहियाकर करो। पंजू विहियन सर्कसों को उसाहित करो।
Prevent Cruelty to Animals Day
10 April
Entertainment

Animals made to perform in films, TV shows, advertisements and sports are beaten, drugged, starved, punished, whipped, injured, abused, have their jaws stitched together, teeth and claws removed, or are defanged.

Some, like the ones on the right involve no live animals.

Boycott entertainment that is a result of animal abuse.

चतुर्थितों (फिल्मों), विज्ञापनों, दूरदर्शन कार्यक्रमों व खेल में पुरुष किये जाने वाले पशुओं को पीटा जाता है, ना कसा दिया जाता, मूंडा रखा जाता, इंजेक्शन किया जाता, चाफुक से पीटा जाता व घायल किया जाता है, जबड़े आपस में निकल दिये जाते, दंत व पंजे उखाड़ दिये जाते व विपद तोड़ दिये जाते हैं।

कुछ, जैसे कि वहाँ और किसी जीवित पशु को शामिल नहीं करते।
World Day for Laboratory Animals

24 April

Animals used for genetic, behavioral or medical research, and for cosmetic-, toxicological- and drug-testing are confined, isolated, manhandled, made to inhale toxic substances, force-fed, cut open, and deliberately infected.

Testing on animals is morally wrong.

Alternatives such as in-vitro tests, computer and mathematical models and chemical tests are available.

Use products that have not been tested on animals.

ऐसे उत्पादों का प्रयोग करें जिन्हें पशुओं पर प्रयोग ना किया गया हो।
International Day for Biological Diversity

22 May

Biodiversity means different life-forms — birds, animals, fish, plants, micro-organisms — and their habitats.

२२ मई

Humans have the power to protect or destroy ecosystems — and lives.

Value nature.
Safeguard all life.

पकृति का सम्मान करें।
जीवनसम्पदा को बचायें।
Mining destroys coral reefs which grow no more than 2.5 centimeters a year. They sustain colonies populated by millions of tiny marine creatures.

Boycott coral jewellery.

Red Jasper has similar properties to coral, though to a lesser degree.

यह जानना चाहिए कि एक वर्ष में 2.5 सेंटीमीटर से अधिक विकसित नहीं होता है। वे उन आवास समूहों का आवश्यक त्वचा हैं जिनमें लाखों अंतःशृंखला समूहों जीव बसते हैं।

बहिष्कार करें मूँगा आभूषणों का।

लाल अंकोक भूले जैसे ही गुण रखता है, चचेंटे थोड़े से निम्न स्तर तक।
International Respect for Chickens Day
4 May

The life sentence begins...

Broilers — males raised for their flesh who have their beaks sliced off with hot irons.

Layers — females — lay eggs round the clock, artificial light tricking them into believing it is day time.

Do you really want to eat chicken and eggs? 

Go Veg!

शाकाहार अपनाइए!
A message from the sponsors:

Neel: I love animals. I don’t like to see people hurting or killing animals. They have feelings like us.
Ravi loves the song
Old MacDonald had a farm,
E-I-E-I-O.

Ashna: Once I found a baby bird which had fallen out of its nest. I brought it home, fed it and made a place for it to sleep. The bird was set free when it was ready to fly.
Aria: I could never eat another living creature, even if I were not a Jain.

Beauty Without Cruelty is grateful to proud grandparents
Baron and Baroness Dilip Mehta
for sponsoring this book.

Today's children will help create a compassionate world tomorrow.

आज के बच्चे कल एक करण पूर्ण संसार बनाने में मदद करेंगे।
Kindness to animals is the highest religion. — Lord Krishna

Whomsoever is kind to the creatures of God is kind to himself.
— Prophet Mohammed

The Lord is good to all men, and his tender care rests upon all his creatures.
— The Bible, Psalms 145:9

The highest religion is to rise to universal brotherhood; and to consider all creatures your equals. — Guru Nanak

In happiness and suffering, in joy and grief, regard all creatures as you would your own self.
— Bhagwan Mahavir

All beings seek for happiness; so let your compassion extend itself to all. — Mahavamsa

May I look upon all creatures with friendly eyes!
— Shukla Yajur Veda Samhita

Have compassion for all beings.
— Gautama Buddha

www.bwcindia.org
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