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

www.bwcindia.org

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 seventh print edition commemorating Beauty Without Cruelty’s 43rd birthday and the Jain Paryushan in 2017.

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)
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Shashi Kumar (Designer), Mudra (Printers)

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

Special thanks: Khurshid Bhathena, Kant Dabholkar, Nitin Gaikwad, Neeraj Mishra, Kalpana Raipure, Rahul Shinde and Sachin Swargiya.

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.
The peacock’s dance heralds the onset of the monsoon. Its colourful feathers are beautiful so humans covet them.

The demand for peacock feathers is growing faster than the feathers that are naturally shed, so peacocks are killed. Once their tips are cut off one can’t tell whether they were moulted or not.

Best not to buy or use peacock feathers.

सबसे अच्छी बात, मधुरपंख न खरीदें, न ही उपयोग में लायें।
Pharmaceutical manufacturers are resisting the use of veg capsules because non-veg (gelatine) ones are cheaper. Unfortunately, gelatine capsules derived from cattle and pigs continue to be forced upon us.

Veg capsules can easily replace gelatine capsules.
In certain areas of India pet cats suddenly disappear. They are caught in nets and stuffed into gunny bags. Investigations have revealed they are then illegally killed for their flesh and fur.

Protect your cat from thieves.
आपकी बिल्ली को चोरों से सुरक्षा प्रदान करें।
Products that are a result of death and suffering of animals can never be beautiful.

Fashion and true elegance arise from kindness and respect for all living creatures.

Do not buy or use leather, silk, pearls, coral, shellac, wool or fur. Make Compassion your Fashion!
National Nutrition Day
1-7 September
राष्ट्रीय िोषण सप्ताह
1-7 सितम्बर

Vegan food and lifestyle is much more than animal rights although vegans do not consume products of animal origin including milk and honey. A fast growing number of people are following a healthy, balanced vegan diet because it ensures health benefits and prevents major diseases.

Turn vegan to boost your immunity and live longer!
अपनी रोग-प्रतिरक्षक शक्ति बढ़ाने और लम्बी आयु के लिये विगन बनें!
World Vegetarian Week
1-7 October
विश्व शाकाहारी दिवस
1-7 अक्टूबर

World Animal Rights Day
15 October
विश्व प्राणी अधिकार रक्षा दिवस
15 अक्टूबर

Reverence for Life Month
October
jeevan ke prati adar ka mah
अक्टूबर

“I am life which wills to live, in the midst of life which wills to live.”
– Dr. Albert Schweitzer

Ethical considerations make many turn vegetarian. Others are vegetarian on religious, economic or health grounds.

“मैं ऐसा जीवन हूँ, जो ऐसे जीवों के बीच रहना चाहता हूँ, जिन्हें जीने की चाहत है!”
– डॉ. आल्बर्ट श्वाइटजर

नैतिक विचार बहुत लोगों को शाकाहारी बनाता है। अन्य लोग धार्मिक, आर्थिक या आरोग्य के कारण से शाकाहारी होते हैं।

Supporters of animal rights do not eat animals.
प्राणी अधिकार के समर्थक प्राणियों को नहीं खाते हैं।
Silk Moth
रेशम कीटक

For 100 grams of silk, 1500 such innocent lives are cut short.
They are killed, crushed, burnt, baked, steamed or electrocuted alive.

प्रत्येक १०० ग्राम रेशम पाने के लिए १५०० मासूम जीवों का जीवन रोका जाता है।
उन्हें मारा जाता है, कुचला जाता है, जलाया जाता है, भांप में पकाया जाता है अथवा जिन्दा बिजली के झटके के देखकर मार दिया जाता है।

Millions of silk moths are bred only to be killed and turned into fabric. Some thing we can well do without.

रेशम के लाखों कीड़ों को केवल मार कर कपड़े में बनाने के लिए ही पाला जाता है। कुछ चीज़े ऐसी हैं, जिनके बिना हम चला सकते हैं।

Shun Silk - a product of cruelty and death.
रेशम - क्रूरता और मृत्यु के उत्पाद से दूर रहें।
Value based education includes reverence for life - human and animal.

Today's children will help create a compassionate world tomorrow.
National Pollution Control Day
2 December
राष्ट्रीय प्रदूषण नियंत्रण दिवस
२ दिसम्बर

Pollution kills all life - human and animal.
It can be in the air, by water contamination, or littering the land.
Ingestion of plastic by sea life and mammals is as harmful as noise pollution.

Do not pollute the environment.
पर्यावरण को प्रदूषित न करें।
Christmas cheer should encompass compassion for all life.
Turkeys, geese, ducks, chickens, pigs, sheep, codfish, eel and others are all bred, killed and eaten.

Christmas का आनंद सभी जीवों के प्रति करुणा के भावों से उक्त होना चाहिए।
टर्की, हंस, बत्तख, चूजा, सूअर, बेड़ा, कड़ा मछली, इल मछली और अन्य जीवों को मारने के लिए पाला जाता है और खाया जाता है।

How about a carcass-free Christmas?
शाब विहीन क्रिसमस के बारे में आपका क्या खयाल है?
A cock-fight is a blood sport between two roosters. Although illegal, people raise and train cocks to fight.
Worldwide, 60 lakh terrestrial animals are killed for food every hour.
The number of water animals is greater. Meat consumption causes more suffering and death than any other human activity although it is completely unnecessary.

Convince people to boycott flesh forever.

विश्व भर में, प्रति घंटा ६० लाख भूमिज्ञापणी खाद्य के लिए मारे जाते हैं। जलचर प्राणियों की संख्या इससे कहीं अधिक है। मांसाहार के कारण प्राणियों को किसी अन्य मानवीय गतिविधि की अपेक्षा अधिक यातना और अधिक चौंकी दी जाती है, जोकि सम्पूर्णतया अनावश्यक है।

Convince people to boycott flesh forever.
Corals are actually tiny soft-bodied creatures. And, coral reefs are a special type of wetlands that provide sanctuary to thousands of other marine lives.

In India coral reefs are found in Andaman & Nicobar Islands, Gulf of Kutch, Gulf or Mannar and Lakshadweep.

The purchase and use of coral jewellery destroys coral reefs and wetlands.
Dakshineswar is the only Kali temple that doesn’t offer wine to the goddess, nor sacrifices animals in her name.

Symbolic *bali* involves “sacrificing” bananas, white pumpkin and sugarcane instead of killing animals.
On monsoon nights poachers visit marshy areas with bright lights to stun frogs, catch, and throw them into the sacks they carry. In the morning their hind legs are amputated and severed bodies dumped as waste.

Frog meat is called “jumping chicken” in Goa.

वर्षाकाळीन रात्रि में शिकारी लोग दलदली क्षेत्र में लेज़ प्रकाश से मेंढकों को भौंचकर करके पकड़ते हैं और अपने साथ लाये थे खाल में डाल देते हैं। सुबह को उनके पिछले पैर काट कर शेष शरीर कुड़ेदान में फैक देते हैं।
Female scale insects make small tubes of lac on tree branches in which they live sucking out the sap. The lac is a protection from predators and elements, but not from people who scrape off and crush the resin, insects and larvae included, to derive shellac.

1 lakh insects are killed for just 333 grams of lac commonly used to make shellac jewellery and other fancy and decorative items.

रेंगने वाले मादा कीड़े जिस पेड़ पर रहते हैं, उसी में से लाख छुसते हुए लाख की छोटी नली बनाते हैं। परभक्षियों और वातावरणीय पदार्थों से लाख सुरक्षा प्रदान करता है। परस्तु, लाख पाने के लिए राल को खरीचने वाले और कुछ देने वाले लोगों, जंतु और इल्लियों से नहीं।

लाख के आमूर्ण, सुंदर और सजावटी सामान बनाने हेतु केवल 333 ग्राम लाख पाने के लिए 1 लाख जंतुओं को मारा जाता है।

Shun items made of Shellac!
लाख से बनी वस्तु से दूर रहें!
47 years after the first Earth Day was celebrated, we still need to rekindle public activism and commitment to protect our environment.

Trees create homes for animals, birds and insects. They generate oxygen, lessen pollution, control soil erosion, recycle water and save energy.

The best time to plant a tree was 25 years ago. The second best time to plant a tree is today.
Scientists are creating human-pig hybrids in laboratories by injecting pig embryos with human stem cells. Only 9% have developed up to the 28 day stage.

The purpose of producing chimeras (monsters) as depicted below is for xenotransplantation which means taking a living organ from one species and transplanting it to another species.

Xenotransplantation is Man playing God and is unethical.

अन्नात-प्रतिरोधण मनुष्य के द्वारा ईश्वर का पात्र अदा करना और अनैतिक है।
A buffalo race of Karnataka called Kambala is cruel: buffaloes leisurely amble along, so to force a pair of buffaloes tied to a plough to race through muddy tracks, beat them with sticks, twist their tails and yank their nose ropes to run 100 metres in 12 seconds should not continue in the name of tradition or recreational sport.

कर्नाटक की मैंसा दौड़, कम्बला कूर है: सामान्यतया मैंसे मंधर गति से चलते हैं। परन्तु, तेज़ गति से कीचड़ वाले मार्ग पर रेस में दौड़ने के लिए उन्हें हल के साथ बाँध कर छड़ी से पीटा जाता है, पूँछ को फिसड़ा जाता है और नकेल को झटके दिये जाते हैं, ताकि वे 12 सेकंड में १०० मीटर दौड़ पाएं। यह सब परंपरा के नाम पर या मनोरंजक खेल के नाम पर, अब अधिक नहीं चलना चाहिये।

Say NO to Kambala. कम्बला को ना कहें।
Bred and raised to be eaten. Layers and broilers, chicken and eggs are foul play.

Our survival does not depend on poultry products.

हमारा अस्तित्व मुर्गी-उत्पाद पर निर्भर नहीं है।
Speed is the reason for over one third of all fatal road traffic accidents. Livestock and domestic animals often suffer due to a hit and run driver.

Road accidents involving wild life frequently occur on roads that cut through forest areas.

Object to roads being built through reserves, national parks, sanctuaries, and other wildlife habitats.
Aquaria
मछलीघर

Oceanariums, dolphinariums, sea worlds, aquatic, water and theme parks are jails for aquatic creatures. Infections are common and they do not live as long as they would in the wild. Lack of freedom, artificial lighting and glass confuse the creatures. Stress makes them aggressive so they are frequently sedated.

Object to the plan of setting up an Oceanarium at Somnath or elsewhere.
सोमनाथ हो या अन्यत्र, ओशनेरियम की स्थापना का विरोध करें।
Connecting People to Nature is for everyone everywhere. We must appreciate the beauty and importance of Nature. We must reconnect with Nature and pledge to protect our Earth. Think how we ourselves are a part of Nature and how we depend upon it.

We need to take responsibility by planting trees and taking action against wildlife crimes.
The lion, a powerful solar creature, is a symbol of the summer solstice. It represents vitality, energy, confidence and supremacy. The world over, mythology, religion and art have revered lions.

The Gir Sanctuary is the world’s natural home to these magnificent lions. It has been impossible to replicate their habitat elsewhere... one after another, the lions, lionesses and cubs have all died.

Lion safaris should be scrapped.

सिंह, शक्तिशाली सौर प्राणी, श्रीम्भ अयनांत का प्रतीक है। यह जीवनशक्ति, ऊर्जा, विश्वास और सर्वोच्चता का प्रतिनिधित्व करता है। विश्वभर की पौराणिक कथाओं में, धर्म और कला में सिंह का आदर किया गया है।

इन आलोच्यां प्राणी सिंह के लिये विश्व का प्राकृतिक निवास गिर अभयारण्य है। अन्यत्र कहीं पर भी इनके निवास की प्रतिकृति बनाना असंभव रहा है... एक के बाद एक शेर, शेरनी और शांतक सब मर गए हैं।

सिंह सफारी निरस्त हो।
The national animal of India is the tiger, the lord of the jungles. Despite launching Project Tiger and establishing 48 reserves, poaching has not been totally halted due to a demand for tiger body parts.

70% of the world’s tigers live in India. And, sadly some are captive bred, raised and continue to live in zoos.

Tigers should live in the wild. बाघों को जंगल में ही रहना चाहिये।
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