

Hinduism has always advocated Ahimsa – or non cruelty. All over the world, people are attracted to the Gandhian model of Ahimsa as an embodiment of peace and non-violence. This approach is an important component of Dharma - a life centred on good thinking and right living.

By personifying the earth as Mother Bhumi, Hindu culture has built a foundation for a relationship of respect. It is more difficult to be cruel to a person than to an object.



STEP 01 Cut out Red Meat

India's greatest epic, the Mahabharata, states 'One should never do to another, that which one regards as injurious to one's own self. This is the rule of Dharma.'

Bhumi – Mother Earth – provides for our needs generously, and Hindu thought has always recommended that we reciprocate with gratitude. A great concern for modern environmentalists is that methane is 25 times more harmful to the planet than CO₂, with cows and sheep responsible for 37% of total methane emissions. By cutting out red meat from our diets, we could dramatically reduce our carbon footprint, doing the right thing by Bhumi- but also providing an example of good practice to others.

STEP 02 Go Veg

Gandhi said, 'I do feel that spiritual progress does demand at some stage that we should cease to kill our fellow creatures for the satisfaction of our bodily wants.' By adopting a vegetarian diet, we can practice compassion on a greater level. Ahimsa is a development of thoughtfulness, and by abstaining from meat, fish, and eggs we can dramatically reduce the amount of resources and chemicals needed to produce our food, also reducing pollution in our environment.

To go veg is to go green.

STEP 03 Kind to Cows

Many of us buy milk, but are we aware of the terrible conditions in which dairy cows live? As Ranchor Prime, a Hindu environmentalist puts it 'milk is cheap because the lives of cows are cheap.' Cruelty-free milk is a great idea and still in its infancy. In the meantime, we can buy organic milk and dairy produce which means better welfare and conditions for animals. By continuing to buy organic dairy products, and encouraging others to do so too, we can increase the demand for cruelty-free milk.

STEP 04 Buy Consciously, Buy Cruelty Free

Leather has become as common in our wardrobes as a pair of jeans, yet one billion cows are killed every year for the trade, with chemical dyes polluting rivers. You can find many good quality, non-leather alternatives on the high street and internet. Another way we can help is by buying cruelty-free health and beauty products. Millions of animals are killed in tests every year, but in a recent survey 80% of people said that they would stop buying a product if they learned that it was tested on animals. If you are one of the 80%, you can make a difference. All it takes is a few moments looking at labels – cruelty-free companies always clearly label their products, and you'll be surprised at the variety available.

STEP 05 A Life Built on Compassion

A compassionate and thoughtful lifestyle goes beyond what we eat and the clothes we wear. It relies on an understanding of the relationship of respect between ourselves and Bhumi – Mother Earth. Hindu culture encourages us to think before we act, and remain thoughtful of the impact we have on our world and others. Our actions have consequences and we all want these consequences to make a positive contribution to the world in which we live.

About Bhumi

The Bhumi Project is an international Hindu response to the environmental challenges facing our planet. The initiative is facilitated by the Oxford Centre for Hindu Studies (OCHS), in partnership with the Alliance of Religions and Conservation (ARC), with backing from the United Nations Development Programme (UNDP).

Using Hindu perspectives, teachings, and ancient culture, we are working with temples and organisations to help encourage the Hindu community to take a more active role in the care and protection of the planet.

Join us

The Bhumi Project is primarily run by concerned citizens who freely give their time and energy. There are numerous individuals and teams who are working with us to help Hindu communities take better care of the environment. They work in various capacities, from research, teaching, advocacy, and fund development.

If your family, temple, community or organisation would like to join us, then please contact us.

Become a Friend of Bhumi

By becoming a Friend of Bhumi, you ensure that the work we do continues to grow, reaches new people, and encourages Hindu communities to play a positive role in the future of our environment.

Benefits of becoming a Friend of Bhumi include being mentioned on our website, receiving regular news and updates via our e-newsletter, and invitations to Bhumi events.

To become a Friend of Bhumi, please visit:
www.bhumiproject.org/donate



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OF THE UNIVERSITY OF OXFORD



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The Bhumi Project is one of the long term
faith commitments of the ARC / UNDP partnership.

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Compassionate Living

*Simple steps to
lead a green life
based on Dharma.*



THE
BHUMI
PROJECT