Moksha from Communication: An Ecological Perspective of Bishnoi Religion from Western India

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Abstract
This research 'Moksha from communication: An ecological perspective of Bishnoi religion from western India' examines Bishnoi communication theory which is for perfect life, death and enlightenment. With textual analysis of 29 sutras and 120 sabdas by Guru Jambheswara Ji, a founder of Bishnoi religion in western India, the result is: communication is an exchange of healthy, meaningful and perfect information/message; in between healthy, meaningful and perfect sender-receiver; with healthy, meaningful and perfect feedback; for healthy, meaningful and perfect way of living/life. Such way of communication connects personal life, society, ecology and worship to Supreme together. This leads towards a healthy, meaningful and perfect death. After such death there is unalienable salvation (Mukti/Moksha). Noise never comes in such communication. Further research with experimentation is most in future.

Keywords: Bishnoi; Communication; Moksha; Ecology

Discussion and Analysis
Bishnoism is basically based under 29 principles and 120 shabdas preached by Lion of Thar desert Guru Jambheshwara Ji of 15th century AD, founder of Bishnoi religion. Bishnoi principles and norms concerns mostly on ecology and nature; here I try to analyze them from communication perspective, one by one to sketch out communication model from ecological notion with help from textual analysis research method. All the text here analyzed belongs to 29 principles and 120 Shabdas.

Speech/Message
“BANI LIJO CHHAN” (Speak carefully, think before speak)

Speaker/Sender/Source
“JHOOTH BARJIO” (Untruthfulness and cheating is prohibited)
We should not tell lies and cheat for our selfishness or to harm others.

Receiver
“NINDA BARJIO” (criticism/backbiting is prohibited)

Feedback
“BAAD (VAAD) NA KARNO KOY” (Never indulge in unnecessary and excessive dispute/debate/arguments/controversy)

Healthy, Meaningful and Perfect Sender-Receiver
“SHEEL, SANTOSH, SHUCHI PIARO” (maintain good character, be content and maintain purity)

Enlightenment (Mukti/Moksha) Through Communication
“JIHI KE KHATIR GOTH NIROTAR VACHA, RAHIYA RUDRA SAMANI”
“CHHANDE KAHA TO BAHUT BHAVE, KHARTAR KO PATIYAYO”
“HIRDE MUKTA KAMAL SANOSHI, TEVATI HI ATI TEVU”
“CHADHKAR BOHITA BHAV JAL PAR LANGHAVE, SO GURU KHEWAT KHEVA KEHU”
“MORE SAHJE SUNDAR LOTAR BANI, AIO BHAYO MAN GYANI”
“TAYIA SANSU, TAIYA MANSU, RAKTU, RUHIYA, KHEERU NEERU, JAY KAR DEKHOO, GYAN ANDESU, BHULA PRANI KAS SO KARNO”
“JAKE BAD BIRAM BIRASO SANSO, TANE KAUN KAHSAH SADHU”
“JA KUCHH JA KUCHH, JA KACHHU NA JANI, NA KUCHH NA KUCHH, TA KUCHH JAANI”.
“GYANI SO TO GYANI ROW AT, PADIA ROW AT GAHE”

Communication with God
“DWI KAL SANDHYA KARO” (pray two times a day)
“SANJH ARTI GUN GAO” means sing hymen of the praise to the God in the evening.
“HOM HOT CHIT PRET SU HOVE, TO BAS BEKUNTHE PAVE”
“BHAIAN VISHNU BATAYO JOY”

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“KANY JAPTJE TEPAN JAYA JIVU”
“BHOOT PRAT KAY JAPIJE, YEH PAKHAND PARVANO”
“DHAVNA DHUJE PAHAN PUJE, BEFARMAI KHUDAI”

Rejection of Previously Established Notion on Communication

In this way through deductive reasoning this research rejects all previously established theories, models, notions and understanding of communication.

Theorizing Bishnoi communication theory and model through study on 29 rules and 120 Shabdas by Guru Jambheshwara Bhagawaan is an outstanding breakthrough for communication research and researchers.

It rejects the Aristotilian tradition which was strengthened by Lasswill, Shanon and Weaver, Berlo etc. after Second World War.

A new tradition is now ready for understanding communication with perfection. Such great understanding of communication given by Guru Jamheshwar Ji is unique as well as very useful for contemporary global situation.

Following section proves the strong rejection of previously established theories and models of communication:

Before Now

<table>
<thead>
<tr>
<th>Component</th>
<th>Before</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>'Communication' – 'Healthy, meaningful and perfect communication'</td>
<td>‘Communication’ – 'Healthy, meaningful and perfect communication'</td>
</tr>
<tr>
<td>Information/Message</td>
<td>'Information'/Message – 'Healthy, meaningful and perfect information/message'</td>
<td>‘Information’/Message – 'Healthy, meaningful and perfect information/message'</td>
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<tr>
<td>Feedback</td>
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</table>

Bishnoi Communication Model (BCM) Components

After textual analysis related to communication notion of 29 principles and 120 Shabdas preached by Guru Jhambheshwra Ji, the communication components can be outlined like this in detail:

<table>
<thead>
<tr>
<th>Component</th>
<th>Must be healthy</th>
<th>Must be meaningful</th>
<th>Must be perfect</th>
</tr>
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<td>Perfect</td>
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</tbody>
</table>

Healthy individual through healthy communication
Meaningful individual through meaningful communication
Perfect individual through perfect communication

Healthy society through healthy communication
Meaningful society through meaningful communication
Perfect society through perfect communication

Healthy ecology through healthy communication
Meaningful ecology through meaningful communication
Perfect ecology through perfect communication

Healthy worship through healthy communication
Meaningful worship through meaningful communication
Perfect worship through perfect communication

Healthy living through healthy communication
Meaningful living through meaningful communication
Perfect living through perfect communication

Healthy life through healthy communication
Meaningful life through meaningful communication
Perfect life through perfect communication
Healthy death through healthy communication
Meaningful death through meaningful communication
Perfect death through perfect communication

Healthy communication is for salvation (Moksha/Mukti)
Meaningful communication is for salvation (Moksha/Mukti).
Perfect communication is for salvation (Moksha/Mukti).
(Note: Noise never comes in healthy, meaningful and perfect communication process.)

Healthy, Meaningful and Perfect

As components healthy, meaningful and perfect notion is most in all aspects of communication in Bishnoism. That's why this is unique religion in contemporary world, that can handle each and every problems of contemporary world order (Figure 1). Regarding healthy and meaningful which creates perfection, exact connotation of those refers like this:

What is healthy? What makes healthy?
Those 29 rules and 120 shabdas preached by Guru Jambheshwar ji makes healthy.
What is meaningful? What makes meaningful?
Those 29 rules and 120 shabdas preached by Guru Jambheshwar ji makes meaningful.
What is perfect? What makes perfect?
Those 29 rules and 120 shabdas preached by Guru Jambheshwar ji makes perfect.

Conclusion

Yes, Bishnoi communication is for perfect life, death and enlightenment. Communication is an exchange of healthy, meaningful and perfect information/message; in between healthy, meaningful and perfect sender-receiver; with healthy, meaningful and perfect feedback; for healthy, meaningful and perfect way of living/life. Such way of communication connects personal life, society, ecology and worship to Supreme together. This leads towards a healthy, meaningful and perfect death. After such death there is unalienable salvation (Mukti/Moksha). Noise never comes in such communication.

References