



Custodians of the Haq

Be Educated, Informed and Motivated

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Displaying Animals On Qurbani Advertisements

We urge ALL Muslims who are selling Qurbani animals to totally refrain from displaying animals in any way whatsoever on their advertisements.

Muslims who wish to buy Qurbani animals should NOT ask for the pictures and videos of animals!

There is absolutely no need to request pictures/videos of sheep, cattle, etc. Rather, make an appointment with the seller and proceed to view the animals at the seller's venue/farm!

There is also no need to display any kind of animal pictures on advertisements, etc.

Severe warnings have been sounded in the Ahaadith regarding severe Azaab to be meted out to those involved in picture-making. The sin is aggravated by taking pictures and videos of animals which are going to be used for a Sacred Act of Ibaadat in memory of the Supreme Sacrifice, Outstanding Obedience and Immense Love Hazrat Ibraahim (Alaihis salaam) and Hazrat Ismaaeel (Alaihis salaam) showed to the Instruction of Allah Ta'ala.

*Starting the Ibaadat of Qurbani with the major, terrible and horrible sin of photographing the animal may lead to a horrific end result – the end result of non-acceptance of such an Ibaadat. For indeed, Allah Ta'ala states, **“The flesh and blood (of the Qurbani animals) will never reach Allah, but it is your Taqwa that will reach Him.”** (Surah Hajj, Aayat 37)*

*Taqwa in this sense also means upholding the Sacred Law of the prohibition of photography and videography by **NOT** capturing and forwarding the pictures and videos of Qurbani animals – neither for advertising purposes, nor for the buyer's request.*