

## REPRESENTATION OF LEGENDARY STORIES THROUGH PICTORIALIZATION IN KALYAN MAGAZINE – A STUDY

DR. AMITA RAJ GOYAL, GARIMA JAIN

**Abstract:** Art is an inseparable part of one's life as it is an important aspect for the expression of feelings not only for an artist but also for the common people. From the ancient times, men have always expressed his ideas and feelings through different forms of art, and pictorialization is one of them which are commonly known as illustration. Illustrations are depictions of any text in the form of art for a better understanding or we can say that they are a visual representation to any textual matter or theory that beautifies it to the extremes. Illustrations are mostly focused on the literature which can be contemporary, historical and mythological. In this paper we are talking about the pictorial depiction of the legendary stories in Kalyan Magazine which help in promoting Hindu Mythological system in the society. The illustrations are so influential that they tend to make one believe on the stories and the incidents that must have taken place in the past.

**Keywords:** Pictorialization, Illustration, Hindu Mythology, Kalyan, Religious Illustration, Narratives.

**Introduction:** Since early times, the pre historic man has expressed his life and feelings on the cave walls in the form of art. It is through these pictorial representations in the form of illustrations that the people can organize the world and reality. The objective of the illustration through the ages discloses the wealth of visual information that reflects a broad range of human experience and activities. In other words all forms of art are illustrations, it may be of some specific event, seen or imagined, or even of a mood or an idea or a concept.

Earlier in the visual world illustrators have been considered less important in comparison with the fine artists and graphic designers. Illustrations were used as the text before the evaluation of writing; afterwards it becomes remain largely in the shadow of it. The word 'Illustration' comes from the latin word *illustratio*, *illu'stro* meaning enlighten, irradiate. Illustration reflects its age and culture; it can be scientific, instructive, documentary, imaginative and purely decorative. Illustrations enhance the work and are meaningful enough to stand alone as separate work of art. The first illustrated book appeared during the Renaissance period.

Basically illustrations are a means of communication which provides wide range of information about ancient Indian society, philosophy, culture, religion, and ways of life. Now-a-days Illustrations are the artistic images illustrating texts, poems, magazines, stamps or a book and illustrations for children's books which helps the viewer or the reader for a better understanding of text. Illustrations are actually the literature itself, as the drawings created are directly focused on the ideas of literature provided whether they came from historical, mythological or legendary times.

In Indian mythology a large body of traditional

narratives related to Hinduism, like Mahabharata and Ramayana, the Puranas, and the Vedas, Bhagavata Purana, etc. have been very popular since ancient times which are source of philosophy and morality. The term Mythology is referred as the study of Myth. A myth is usually regarded as a true account of the remote past. Myth is a sacred narrative explaining how the world and humankind assumed their present form, although, in a very broad sense, the word can refer to any traditional story. In many societies there are two categories of traditional narratives, namely: "true stories" or myths, and "false stories" or fables.

These legends and stories tell us about the origins of the world, and the lives and adventures of a wide variety of gods, goddesses, heroes, heroines, and mythological creatures (asuras, danavas, daityas, yakshas, rakshasas, gandharvas, apsaras, kinnaras, kimpurusas etc.). They also contain traditions related to ancient kings, seers, and incarnations of Gods (avatara). The main characters in myths are usually gods, supernatural heroes and humans.

'Kalyan' is a monthly spiritual publication of 'Gita Press Gorakhpur', founded by Brahmalinga Shri Jayadayaaji Goyandka. This magazine is devoted to promote and spread the principles of Sanatana Dharma with various religious topics like devotion, knowledge, yoga, dharma, detachment, spirituality, meditation, true motive, good thought, good action, etc. written by Indian saints and scholars. Hanuman Prasad Poddar was the founder and the lifetime editor of the magazine, Kalyan. It is being published since 1927, with a circulation of 1,600 copies and at present its print order had reached 2.5 lakh (in 2012).

The "Kalyan" in Hindi and the "Kalyana-Kalpitaru" in English are monthly magazines brought out by the institution. Information about latest releases, and essays are provided in the house-magazine "Yug Kalyan".

The main objective of this religious magazine is to promote and spread the principles of Hindu religion, moral values, uplifting thoughts and good deeds amongst the general public.

**Motivation:** Mythological stories are an important part of our upbringing and life. During our childhood our grandparents used to tell us mythological stories. They also sometimes showed us some pictures related to those stories which fascinated us and helped in understanding the story in a better way. As pictures creates better impact on our mind then literature and being small children we were more interested in seeing pictures.

On seeing illustrations in Kalyan Magazine, it developed the curiosity in our mind to go through these stories again deeply. This motivated us to carry out research on this topic.

**Aims and Objectives of the study:**

- To study the legendary stories related to the Hindu religion.
- To study the illustrations.
- Effect of illustrations on people.
- To study the impact of mythological stories on society.

**Methodology:** An exploratory qualitative study was conducted to study the pictorialization of legendary stories depicted in Kalyan magazine. The study consisted of 40 structured interviews of people belonging to various strata of society in terms of age group, gender and profession, to understand the concept of Illustration in Hindu Mythology. The research (Analysis) is based on the interviews conducted randomly from people around us (like: family members, neighbours, teaching faculties, working executives, etc.) During the interviews; interviewees expressed their excitement regarding these legendary stories and related illustrations.

Secondly, the research is carried out by the survey in which we have explored approximately 50 published issues available on the research problem and other

information about the literature was collected through books and internet surfing. This provided first and foremost information in the written form.

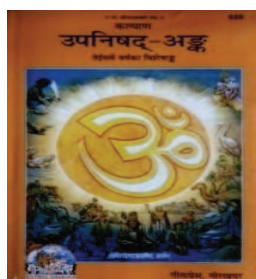
**Sample Design and Characteristics:** The respondents were chosen based on convenience and availability. There were 30 male and 10 female respondents among the 40 interviewees. 31 interviewees were married and 9 were unmarried. 5 interviewees were from teaching profession, 10 were family members and relatives, 10 were neighbours and remaining 15 were working executives. 16 interviewees were above 60 years of age, 10 were between 50-60 age groups, 5 were in age group 40-50 and 9 were below 30 years of age.

Insights from respondents were obtained on the following dimensions representing the legendary stories through pictorialization and their impact identified from the literature reviewed:

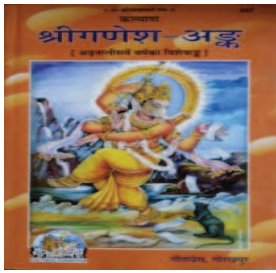
- Impact of illustration on youngsters
- Effect of legendary stories on lifestyle of people
- Impact in terms of changing values
- Impact on Relationship with friends, parents and elders
- Impact on Customs and traditions
- Effect on Education

**Findings of the study:** The Kalyan magazine is encouraging each and every man to tread on the path of spiritual welfare. As we know, the illustrations are the first language of human being which helps in explaining the text of the story in a better and effective manner. After going through some of the issues of Kalyan magazine we felt that the objectives are somewhat achieved. The magazine comes out in twelve monthly issues and the single yearly issue. These yearly issues are based on a single subject related to religious themes providing a lot of information about Hindu religion, some of them are as follows:

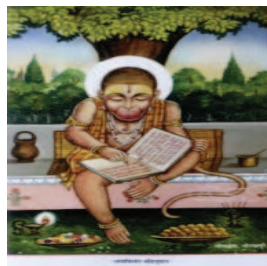
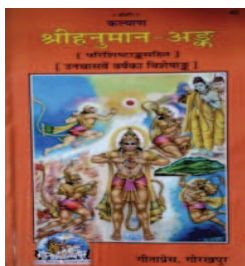
- Upnishad-ank (23<sup>rd</sup> issue) – This issue is based on the preaching of Upnishads.



- ShreeGanesh-ank (48<sup>th</sup> issue) – Different forms of Lord Ganesh are depicted in this issue.



- ShreeHanuman-ank (49<sup>th</sup> issue) – This yearly issue is totally based on the stories of Hanuman.



- Bhaktmaal-ank (87<sup>th</sup> issue) – Stories about the devotees, like, Meerabai, Jayadev, etc.



Following are some of the illustrations along with the literature in Hindi describing these illustrations.

1. भक्तिमती अहिल्या (made by: Bhagwan)



Shri Rama while on his way to Janakpuri with Maharishi Vishvamitra saw a deserted ashram. Where he found a stone (shila) and asked about it with curiosity. Maharishi told him that it is not merely a stone but your devotee Ahilya (Gautam Rishi's wife) who has been converted into a stone due to the curse given by her husband and she was waiting for Lord Ram to free her from it.

“श्रीरामचरितमानस में बड़भागी - महान् सौभाग्यशाली कौन है, इसल्लतातहुए कहा गया हैं कि वही व्यक्ति गुणी और बड़भागी है जो भगवान् श्रीराम काचरणों में अनुराग रखता है -

“सोड़ गुनग्य सोड़ बड़भागी। जो रघुबीर चरण अनुरागी।।”

महर्षि विश्वामित्र का साथ जनकपुरी कि ओर जातसमय

श्रीरामचन्द्रजी नमार्ग में एक निर्जन श्रम दृष्टा। वह एक पत्थर कि शीला को दृष्ट कर प्रभु नउसकाविषय में जिज्ञासा प्रकट कि। महर्षि विश्वामित्र नब्रताया कि यह महर्षि गौतम कि पत्नी अहिल्या है, जो शापवश पत्थर कि दृष्ट धारण कर बड़ धीरज सपकी प्रतीक्षा कर रही है।

श्रीरामजी कापवित्र और शोकनाशक चरण का सपरश पाताही वह तपोमूर्ति अहिल्या प्रकट हो गई।”

### 2. जौहर कि ज्वाला (made by: Bhagwan)



The illustration depicts the gallant tale of Queen Padmini of Chittore.

When Alauddin Khillji conquered Chittore, all the Rajput ladies decided to perform Johar instead of surrendering in front of Mughals.

महारानी पद्मिनी कि शौर्य कथा

“जब अलाउद्दीन नचिचोड़ पर विजय प्राप्त करी तब राजपूतों तथा वीराणाओआलाउद्दीन कि अधीनता स्वीकार करनासपकी त्मबलिदान दादृष्टा ठीक समझा।

रानी पद्मिनी का नमृत्व में सोलह हजार राजपूत रमणियों नगोमुख में स्नान कर तथा अपनासम्बन्धियों को अस्तिम प्रणाम कर जौहर-चिता में प्रवृष्टा किया।”

### 3. वटवृक्ष का पूजन (made by: Jagannath)



In Hindu Mythology it is a custom to worship Banyan tree (वटवृक्ष) by the married ladies for the long life for their husbands.

“ज्यष्ठ मास का मुख्य व्रतपर्व - वटसावित्री व्रत

ज्यष्ठ मास का व्रतों में वटसावित्री व्रत एक प्रभावी व्रत है। महिलाएँ अपनाअखण सौभाग्य एवकल्याण कालिए यह व्रत करती है।”

### 4. अग्नि से प्रहलाद कि रक्षा

5. प्रहलादजी पर असुरों का शास्त्र-प्रहार: These illustrations depict how Hiranyakashyap tried to kill his son who is a great devotee of lord Vishnu. After seeing this illustration one can understand the story of Prahlad and Hiranyakashyap in a better way.

“हिरण्यकश्यप नदिग्गजों सपुत्र को रेंदवाया, दाँतो सछाती में चोटें पहुँचवाई, बड़बड़नागों सपसवाया। जब हिरण्यकश्यप प्रहलाद को मारनमें safal नहींहु तब ग में झोंकवा दिया। वह भी प्रहलाद का बाल बाँका नहींहु ।”



### 6. रानी रत्नवती का नृसिंह-पूजन:



The queen Ratnavati of Amer was a great devotee of God. But her husband did not like it and decided to kill her. For this he ordered his people to release a lion in front of queen's palace.

But when the lion was released she was completely engrossed in prayer and thought that the lion itself was a God Narsingh.

“ॐ मङ्गल कि रानी रत्नावती भगवन की बड़ी उपासिका थी और सदा सन्न-सन्ना में लगी रहती थी।

यह बात राजा साहब को ठीक नहीं लगती थी।

तब उन्होंने सोचा कि इन्हें मरवा दें।

उन्होंने पिका में एक सिंघ को रानी रत्नावती का महल का दरवाजा पर रखवा दिया।

वहाँ पिका का दरवाजा खोल दिया गया।

रानी रत्नावती बैठी भगवन की पूजा कर रही थी।

सिंघ दखता वहाँ पहुँचा।

रत्नावती उस समय भावमयी थी।

उन्होंने सोचा कि यह तो ब्रह्मसिंघ भगवान ॐ गए।”

#### 7. प्रलय काल में भगवान मत्स्य द्वारा सप्तर्षियों एवं राजर्षि सत्यव्रत कि रक्षा



The illustration depicts one of the incarnations among the twenty-four incarnations of Lord Vishnu that is 'Matsya Avatar'.

चौबीस अवतारों कि कथा (मत्स्यावतार)

“ब्राह्म नामक नैमित्तिक प्रलय का समय ब्रह्माजी प्रलय-पयोधि में सोया हुआ था उस समय उनका मुखों साश्रुतियाँ निकलीं जिन्हें हयग्रीव नामक दैत्य चुराकर पाताल चला गया। उस प्रलय काल में समस्त औषधियों का बीजों, प्राणियों का सूक्ष्म शरीरों और सप्तर्षियों की रक्षा का लिए भगवान् एक विशाल मत्स्य का रूप धारण किया और चक्रवर्ती सम्राट राजर्षि सत्यव्रत साकहा कि वाइन सब को लेकर एक विशाल नौका पर ॐ रुढ़ हो जाएँ। राजा सत्यव्रत नसे ही किया और भगवान् मत्स्य नास नौका का पूरप्रलय काल तक सञ्चालन करता हुआ राजा सत्यव्रत और सप्तर्षियों को ब्रह्मतत्त्व का उपदक्षा दिया तथा सृष्टि का मूल तत्त्वों कि रक्षा की।”

#### 8. वेन से पृथु का प्रकट हजा:



This illustration shows another avatara of Lord Vishnu known as 'Prithu-Avatar'.

चौबीस अवतारों कि कथा (पृथु-अवतार)

“महाराज पृथु भगवान् विष्णु कि विश्वपालनी कला साकट हुए था।

पृथु का पिता वल्ल नास्तिक, अधार्मिक और अत्याचारी राजा था। महर्षियों नास पापात्मा को मन्त्रपूत कुशों साभार ाला था, तत्पश्चात् उनकी दाहिनी भुजा का मञ्चन किया, जिससास्वया श्रीहरि का अञ्जावतार पृथु प्रकट हुए।”

#### 9. शबरी के अतिथि



This illustration is devoted to shabri's love for her God Shree Ram.

“शबरीजी को श्रीरामजी कि बड़ी भारी चिन्ता रहती, वरुण गमन की प्रतीक्षा में व्याकुल रहती। वन साबुज बीन-बीन कर लाती। चख कर दखती। जो फल मीठा होत। उन्हें श्रीराम का योग्य समझ कर उनका लिए रखती थी। एक दिन भगवान् श्रीराम वनवासी लोगों साँ और ऋषियों साँ पूछत। पूछत। वहाँ । यजहा शबरीजी का स्थान था। श्रीराम को दख का शबरीजी का नव प्रफुल्लित हो गए। शबरीजी नाबुझ । दि फल श्रीराम को अर्पण किया। श्रीरामजी ना उन्हें प्रसन्न साँ खाकर उनका अर्धबुध सुन्दर स्वाद की बार-बार प्रशंसा की।”



The following illustrations are totally devoted to cow worship and their protection. History testifies that the cows in India are worshipped with great devotion. As we have found from the illustrations that Lord Ram in Treta-Yug and Shree Krishna in Dwapar Yug served the cows. Also Prince Shivaji and king Humanyu during their reign protected the cows from being killed. After that it was considered illegal to kill the cow.

10. भगवान श्रीकृष्ण कि गाँसेवा,
11. बालक शिवाजी द्वारा गाँरक्षा



12. हुमायूँ की गाँमास से घृणा:



**Impact of Illustrations on youngsters:** In the modern era youngsters are more aware about the modern technology rather than the old medium of expression. But on conducting the interviews we found that youngsters are more close to these legendary stories due to the impact of illustrations on them.

**Effect of legendary stories on lifestyle of people:** The study reveals that maximum number

The work done on these illustrations by the artists are very eye-catching as they have kept a very realistic approach which clearly connects us with Gods. The illustrations are so beautifully depicted that they force us to believe that this is the truth or this might have had happened at that particular time period. The expressions of the figures are very beautiful and realistic. Their works are so detailed with delicate ornamentation that they have not left even a tiny bit of place in the illustration unnoticed. The way the artist has played with the colour schemes, seems as if an in-depth research has been done before making those illustrations. The techniques used by artists were tempera, line drawing, pen and ink and oil colours were used. The main artists who have executed maximum illustrations in the Kalyan magazine are B.K. Mitra, Bhagwan, S.N. Pandit, J.N. Prasad, Jagnaath, Swami Nath, Brijesh, Rastogi, etc. Following facts were established on the analysis of responses recorded from the interviews:

of respondents said that after going through the religious literature of Kalyan magazine our lifestyle has changed a lot. We have become more organised, systematic and devoted towards religious activities.

**Impact in terms of changing values:** From the interaction with the interviewees we found that maximum number of respondents believes that there is a definite change in values in terms of love, care and respect. But at the same time there are pros and cons to everything. Elderly respondents believe that these inspirational illustrations motivate teenagers to do good things for the development of our country and society.

**Impact on Relationship with elders, parents and friends:** More than half of the respondents felt that the relations of teenagers have improved with their friends, parents and elders due to the impact of religious teachings. Now a day's teens have become more open in expressing their thoughts and feelings; negative as well as the positive about the myth found

in the mythological stories. This helped in maintaining a healthy relation with everyone.

**Impact on Customs and traditions:** Impact of modern culture on the youngsters is very strong, but after interacting with the respondents we found that due to the traditional culture of story-telling by the grandparents to their children put an impact on their mind. Thus helping them in maintaining the age-old customs and tradition of their family.

**Effect on Education:** Children nowadays do not do the same activities as children before. Instead of reading books, studying, engaging in social activities, they end up being cooped up in their rooms spending a significant amount of time in front of televisions,

computers, watching their favourite movies, listening to music, watching music videos, etc. But in the school education system, one subject related to the mythological and legendary stories help the children to know their cultural and valuable religious past through these stories. They contain good illustration along with the text, these visuals help them in understanding these stories in a better and effective manner.

**Conclusion:** The present study reveals that mythological and legendary stories are the base of each and every person of the society which not only purifies the spirit but also help in behavioural aspects of one's attitude towards life.

### References:

1. G. Quinn, The Encyclopedia of Illustration. London: Studio Editions Ltd, 1995.
2. *Illustration*. (2013, October 18). Retrieved January 5, 2014, from [www.wikipedia.org](http://www.wikipedia.org): <http://en.wikipedia.org/wiki/Illustration>
3. *Mythology*. (2014, January 13). Retrieved January 5, 2014, from [www.wikipedia.org](http://www.wikipedia.org): <http://en.wikipedia.org/wiki/Mythology>
4. *Geeta Press, Magazines*. (n.d.). Retrieved January 5, 2014, from [www.geetapress.org](http://www.geetapress.org): [http://www.geetapress.org/mag\\_over.htm](http://www.geetapress.org/mag_over.htm)
5. Kalyan, Issue: Year 23, 31, 48, 49
6. Kalyan, Issue: Year 83 No. 12
7. Kalyan, Issue: Year 85 No. 6, 12
8. Kalyan, Issue: Year 87 No. 1, 4, 6, 7

\*\*\*

Sr. Asstt. Professor, The IIS University, Jaipur  
 Add: 14, Mahalaxmi Villa, Patrakar Colony Road, Opp. V.T. Road, Mansarovar, Jaipur-302020  
[amita.goyal@iisuniv.ac.in](mailto:amita.goyal@iisuniv.ac.in)  
 Research Scholar, The IIS University, Jaipur, Add: C-18, Sethi Colony, Jaipur-302004  
[garimabarjatya1985@gmail.com](mailto:garimabarjatya1985@gmail.com)