In India, iodine deficiency is unfortunately a grim reality, afflicting the subcontinent. Iodine deficiency is linked to several disorders like goitre, impaired mental development and thyroid problems which, in turn, can lead to potentially fatal conditions like breast cancer, brain damage and several pregnancy-related complications. Women in rural India especially suffer from severe Iodine deficiency and the irony is that they are not aware of it and don’t even use iodized salt.

‘Grey for Good’— a philanthropic wing of Singapore-based advertising & marketing agency Grey group, in collaboration with the Maharashtra-based NGO Neelvasant Medical Foundation and Research Centre, has now developed the innovative and revolutionary “Jeevan Bindi – A Life-Saving Dot.”

Jeevan Bindi
A Life Saving Dot

Bindi (vermillion mark) is a small round ornamental mark worn on the forehead which has great importance in the Indian context, from religious to spiritual to even cosmetic. The bindi can now become much more than just a small dot.
But, the Jeevan Bindi project has been working effectively in fighting iodine deficiency as the bindi is easily affordable by the tribal women and they have good liking for the colourful bindis, so they use them regularly.

Women of child-bearing age are the prime targets for iodine supplementation because they need twice the amount of iodine than usual requirements during gestation, pregnancy and lactation period. Grey is now working towards extending this programme to reach a larger population of women in India.

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