

Mission Bindi

DEDICATED TO PRESERVE THE BINDI.

The Bindi is a beautiful symbol of Hinduism.

It has an incredible scientific meaning and also has been worn ever since the BCE time period.

However, now, in the 21st century, the tradition of the Bindi is beginning to fade away.

The Bindi is starting to erode, evanesce, vanish, die off...there are so many words to describe what is happening to the Bindi today.

Sometime in the future, the next generation of Hindus may not even know what a 'Bindi', a 'Tilak', or a 'Vibuthi' is.

**IT IS UP TO US, HINDUS, TO
RETAIN THE BINDI TODAY.**

"Each generation passes down the torch of its culture to the next generation, its children, and it is for them to preserve, tend and nourish that torch and hand it over carefully to the succeeding generation... at least no less bright, than when they got it"

SWAMI CHINMAYANANDA

What YOU Can Do.

Teens and Youth:

Make the effort to wear the Bindi and retain the tradition. Never feel shy, scared, or ashamed to represent your culture.

Adults:

Your decisions and actions impact those of the next generation of Hindus. If you do not already wear the Bindi, make the effort to incorporate it into your life. If you already wear the Bindi, encourage your children to wear it.

The Bindi may vanish, or it may last for a few more generations. Ultimately, the choice is yours.