



**Coalition of Hindus of North America**

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On behalf of CoHNA, it gives me great pleasure to join Mission Bindi to help spread awareness about *Bindi*, an age-old Hindu symbol used across the breadth of Hindu society.

The *Bindi (Tilak)* is one of a handful of symbols that unite Hindus under a common and visible identity, which they can proudly display in various styles and patterns. From usage in yoga to symbolizing divine feminine energy, to usage during festivals, marriages and the day-to-day lives, the *Bindi* holds tremendous importance in the Hindu tradition. Its impact has been felt far and wide, from East to West and from home to Hollywood, even though we also see misappropriation of this simple yet profound symbol.

Today's generation faces many unique challenges in trying to decode the relevance of the Hindu tradition in their lives. It asks – "How can I embrace the legacy of a tradition that has given so much to the world when I am not able to grasp its richness?" The answer lies in first owning and respecting our symbols, and then connecting with them to dive deeper into the vast and beautiful ocean of our heritage. Indeed, symbols have connected humans to everything around them since time immemorial and given them a sense of belonging and pride.

I see Mission Bindi as an important step in this direction while reclaiming and owning what belongs to us.

CoHNA extends all its support to Mission Bindi in its endeavors. In fact, we will be an important and active partner in helping realize its mission.

When the next generation takes on the task of preserving and protecting our heritage, it is our *dharma* to ensure that they get the support to accomplish what they have sought out to do.

In the service of Dharma,

Nikunj Trivedi

President,

Coalition of Hindus of North America (CoHNA)

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