

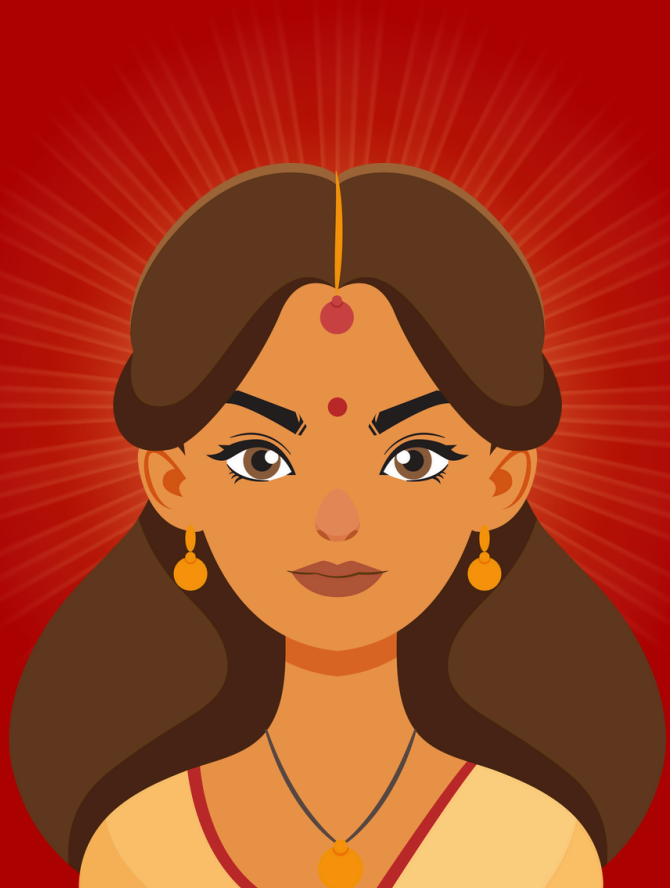
# **Chapter Toolkit for World Bindi Day on Campus**





# Intro

World Bindi Day, celebrated on the first day of Navratri, was started by Mission Bindi, founded by Archita Nemalikanti in 2020. Popular usage of the bindi and tilak is waning as the Hindu world becomes more Westernized; at the same time, these sacred symbols are often reduced to mere aesthetics, stripped of cultural meaning.



The Hindu Students Council (HSC) aims to unify our community by spreading awareness about the bindi on campuses across North America, the Caribbean, and beyond.





# World Bindi Day

This year, World Bindi Day falls on September 22nd, though chapters are welcome to celebrate at a nearby date that works best for them.

We encourage chapters to use this opportunity to advocate for Hindu culture and the visibility of Hindu spirituality on campus by hosting stalls in addition to their General Body Meetings (GBMs). This allows students of all backgrounds to learn more about the bindi and its roots in Hindu tradition, while also providing a space for Hindu students to reconnect with their culture.





# World Bindi Day

Many Hindus stop wearing the bindi or tilak due to Western beauty standards, bullying, or identity struggles. Through World Bindi Day, we hope to inspire a cultural shift that reclaims and destigmatizes wearing bindis and tilaks in public spaces—for Hindus of all genders.

Chapters are also encouraged to involve cultural organizations, professors, and community leaders in their World Bindi Day events and social media campaigns.

📸 Take photos and share them with us! The more visible we are, the stronger our collective impact will be.

Here are some ideas for stalls and GBMs, to make programming easier for you!!!!





# Stall Ideas

**Bindi Bar** → Free bindis with style guides.

**DIY Station** → Design-your-own gemstone bindis.

**Heritage Wall** → Regional bindi variations mapped out.

**Photo Booth** → Backdrop + Polaroid keepsakes.

**Trivia Corner** → Bindi facts with candy/small prizes.

**Story Cards** → “My first bindi” reflections.

**Art Station** → Coloring/design space for kids & creatives.

**Ally Station** → Bindis for men, non-desi friends, and faculty.

**Donation Jar** → Fundraise for cultural initiatives.

**Face Painting/Mehndi Corner** → Small designs paired with bindis.

**Fashion Display** → Show bindi use in classical dance & modern trends.

**Music Corner** → Play devotional or Bollywood music featuring bindi symbolism.

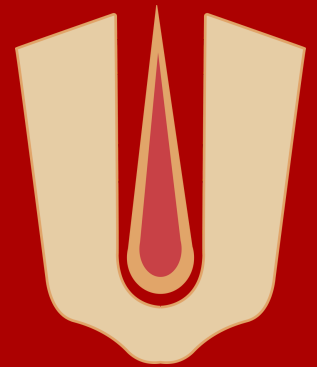
**Info Handouts** → Flyers explaining spiritual meanings.





# General Body Meeting (GBM) Ideas: Educational Focus

**History of the bindi:** regional, religious, and gender-inclusive uses.



**Misconceptions and correcting narratives** (e.g., appropriation vs. appreciation).

**Modern adaptations:** from kumkum to sticker bindis to fashion.

**Global perspectives:** how other cultures mark the forehead (tilak, tika, sindoor).

**Short documentary screening** (e.g., videos on bindi traditions).



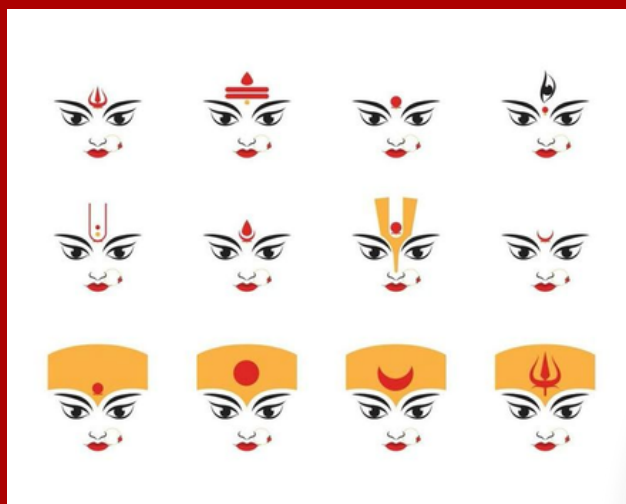
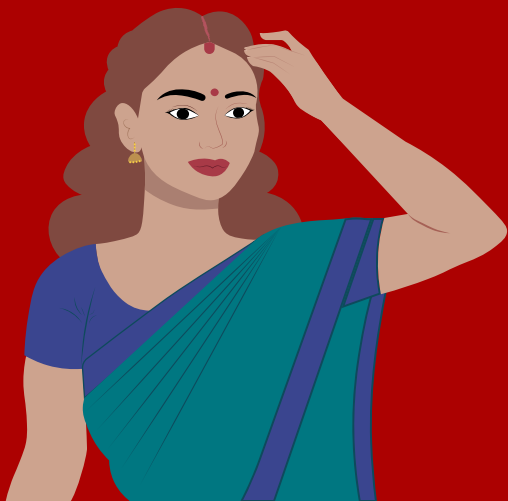
# Discussion about Culture, Identity, and Belonging

**Sharing circles:** members tell personal stories about bindis in their lives.

**Gender discussions:** bindis beyond women (men, non-binary, inclusive angles).

**Identity & confidence:** how wearing a bindi in public can feel empowering.

**Campus dialogue:** encouraging allies to learn about and respect the bindi.





# Community Engagement

**Why WBD matters: connecting to larger conversations on Hindu identity**



**Showcasing bindis: in art, dance, and temple life.**

**Presentation on symbolism: third eye, energy, focus, devotion**

**Invite local artists/dancers to perform with bindis.**



**Partner with temples or Indian cultural associations nearby.**

**Engage media: publish an op-ed or post on social media from your chapter.**





# Interactive GBM Activities

**Live demo:** applying different bindi styles.

**Quick trivia/quiz** about bindi history.

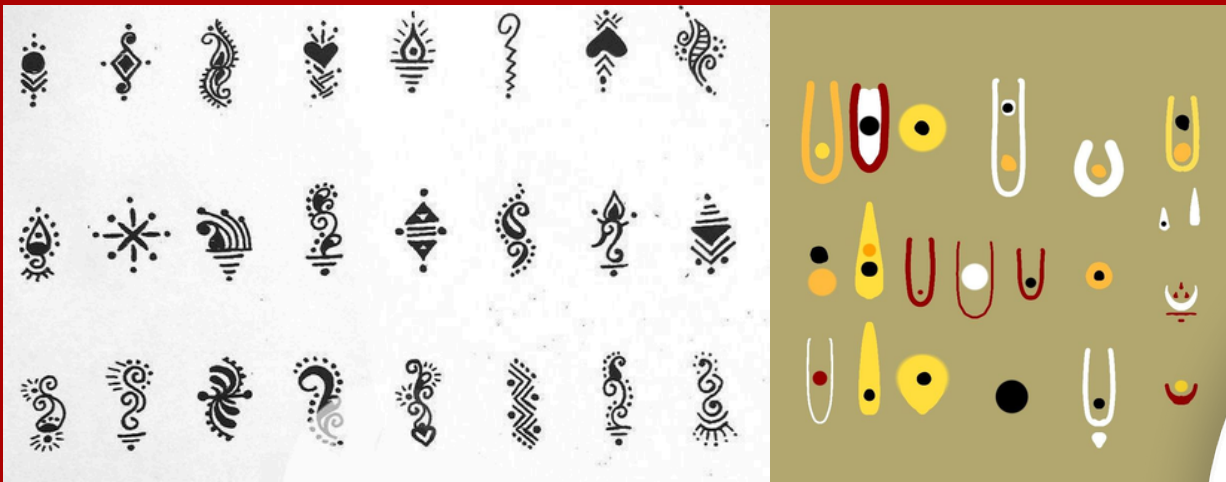
**Small “bindi exchange”:** everyone brings sets to swap.

**Reflection Wall:** “What does the bindi mean to me?”

**DIY “Bindi Board”:** decorate a shared canvas with designs/patterns.

**Instagram/TikTok Challenge:** members post videos wearing their bindis.

**Group photo** for chapter’s social media or campus newspaper.





# Marketing and Content Ideas

Myth vs Fact carousel series (Instagram, LinkedIn).

“Bindi Across India” map graphics.

Reels: “How I wear my bindi” (community voices).

Alumni/celebrity spotlights: their bindi memories.

Hashtag challenges (#MyBindiStory).

Podcast or live panel: “Bindi & Identity.”

Infographics for the diaspora: cultural appreciation vs appropriation.



Daily countdown posts leading up to WBD.

Story templates for people to share their bindi look.





# Takeaways

Highlight pride and reclaiming the narrative.

Encourage members to wear a bindi for the week leading up to WBD.

Brainstorm future collaborations (dance schools, cultural orgs).

Pass out small takeaway bags: bindis + info cards.

Collect feedback on what members learned.

Plan for next year: how to expand participation.

