



VITAMIN D

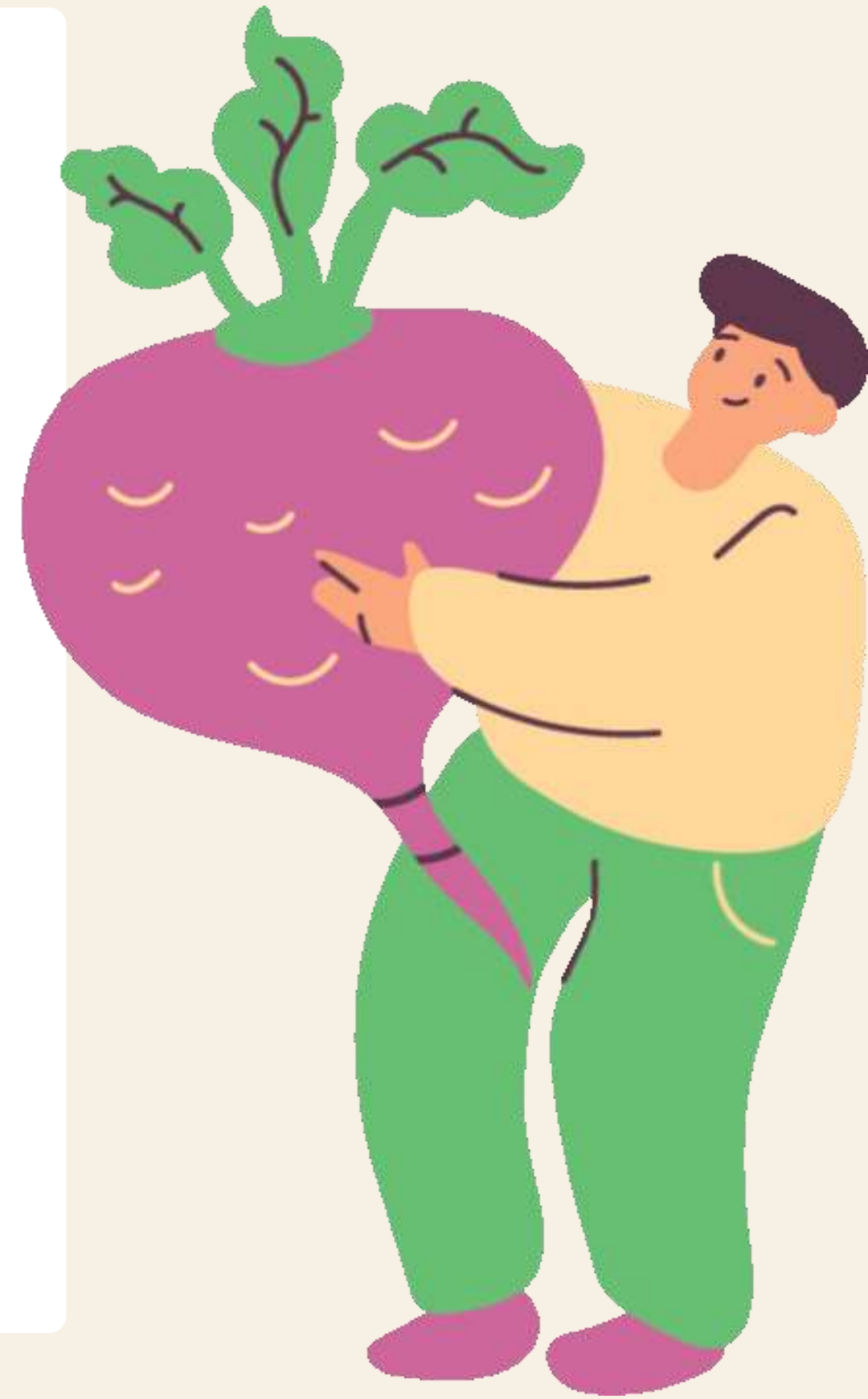
Deficiency To Efficiency

A WAY FORWARD...

THE PROTAGONIST: VITAMIN D

Sunshine Vitamin (D2 & D3)

Primarily obtained through
sun exposure & food items.





THE SILENT EPIDEMIC

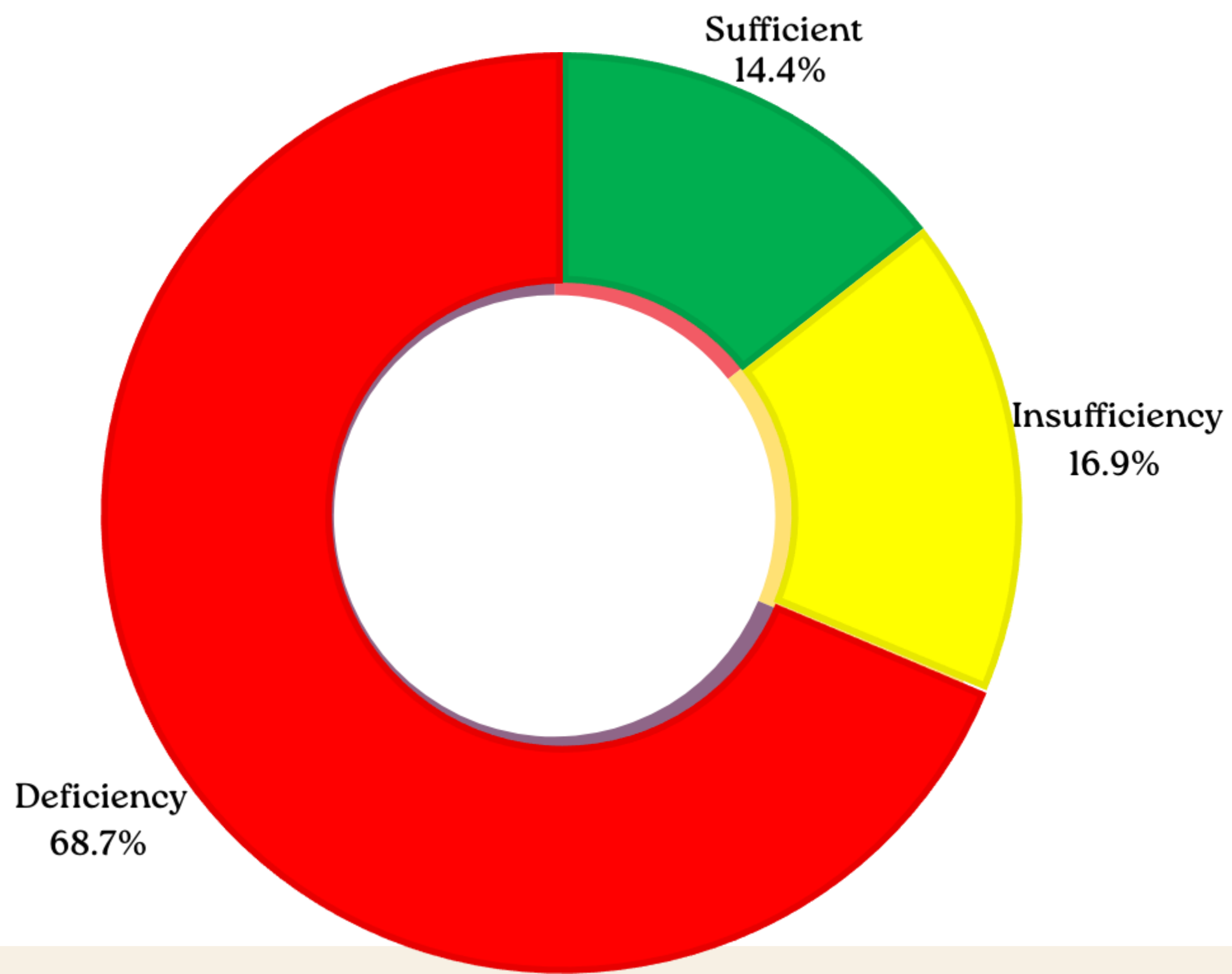
One in five Indians are Vitamin D deficient.

More common in vulnerable age groups

(Children, adolescents, pregnant women)

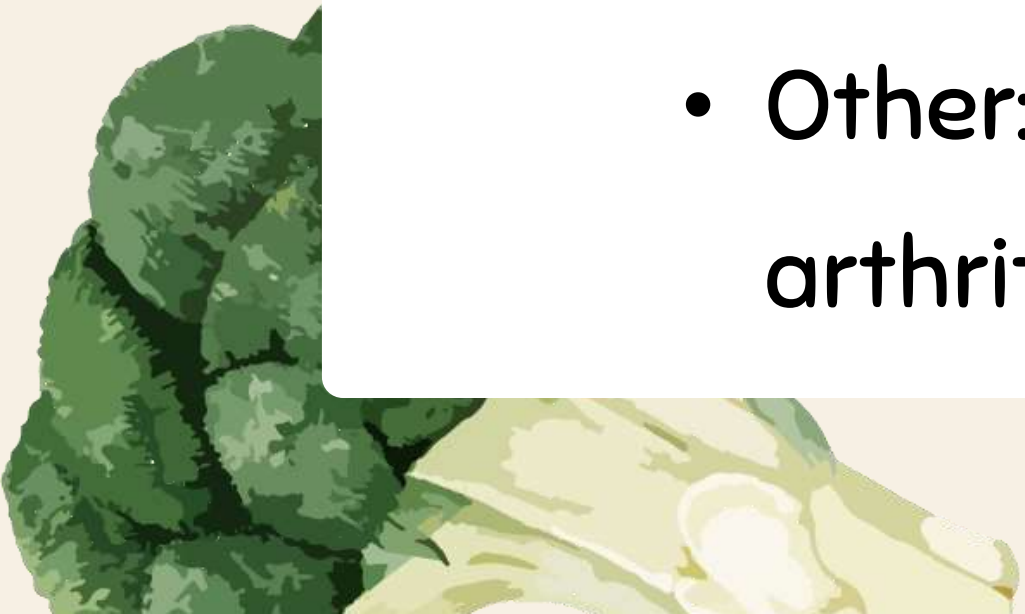


D-PIE



HEALTH AT STAKE

- Brain: Depression and schizophrenia
- Heart: High BP & coronary heart disease
- Muscle: Aches & weakness
- Respiratory: Asthma & wheezing
- Pancreas: Type 1 diabetes
- **Bone: Rickets and osteoporosis**
- Other: Crohn's disease, multiple sclerosis, rheumatoid arthritis, cancer, influenza & tuberculosis





THE CHAIN OF HURDLES

- Air pollution
- Extreme climate
- Densely packed areas
- Long hours indoors
- Cultural & social norms
- Poor diet
- Traditional cooking
- Costly treatment
- Lack of awareness
- Expensive supplements

& a lot more...



LIGHTS
CAMERA
ACTION



I, we & all of us

Teamwork makes the dream work.

Support from Govt., researchers, policy makers, industrialists, doctors, NGOs, social workers & SCM companies can do wonders.



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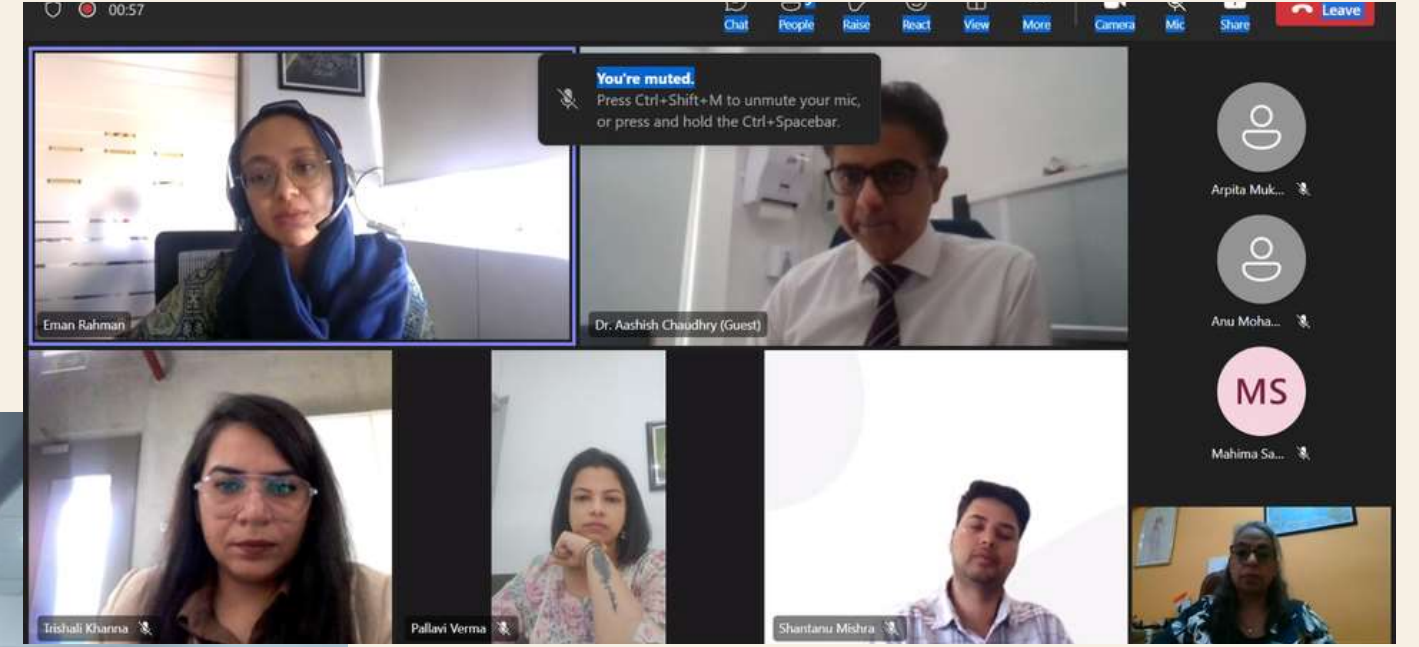
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JOURNEY BEGINS...20TH FEB 2024



JOURNEY SO FAR





PAST TONES SET FUTURE MILESTONES

- Smallpox (1977)
- Plague (1994)
- Rinderpest (2006)
- Polio (2014)
- Maternal & Neonatal Tetanus (2015)
- Yaws (2016)

ONGOING

- National Goitre Control Programme (NGCP)
- Anaemia Mukt Bharat



THANK YOU

- DR. AASHISH CHAUDHRY